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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

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VOL. 100

January 1, 1925

No. 1

AS THE EDITOR SEES IT

ATTEND THE EXHIBITS

WITHIN the next two months the glass and pottery buyers will have an opportunity to inspect the lines of the manufacturers at several exhibitions to be held at easily accessible centers of the country. A visit to any one of these exhibits will be a profitable investment to any dealer in this class of merchandise. The first, the Pittsburgh show, opens next Monday, and from advance reports an unusually attractive and interesting array of new designs will be seen there.

THE next exhibit, while primarily a housefurnishing show will have many features which will interest the crockery and glass dealer. This is the Chicago House Furnishing Exhibition, opening January 12 at the American Exposition Palace, Chicago, and continuing until January 25th, and the initial number of what promises to be a notable annual event.

IN February two exhibits will take place which this trade should attend. One is the annual Market Event in Chicago, beginning February 2nd and lasting two weeks. The other is the second annual Merchandise Fair in New York, held under the auspices of the National Retail Dry Goods Association.

AT all of these exhibitions the dealer will have an opportunity to examine many lines which he can sell profitably in his store. He can cover more territory in a short time and do it more satisfactorily and economically

than is possible in any other way. The term "under one roof" is not an idle phrase. It is an economic axiom.

IN addition to the inspection of new lines there is the inestimable value of meeting with other buyers in a business atmosphere, absorbing new merchandising ideas which are always in the air at such gatherings and often getting a new slant on the game of buying and selling.

THE one element necessary to make these exhibits a success to both exhibitor and the buyers and to insure the continuance of a generally beneficial institution is the interest and attendance of the retailers. Without this interest these exhibits cannot survive.

ATTENDANCE at the pottery and glass exhibits always has been more nearly satisfactory than is the case with the housefurnishing shows. There is no denying the fact that in the past the retailer has not shown the appreciation that is due the efforts of those who have organized the housefurnishing shows, and of the manufacturers who have shown the goods at large expense. There seldom has been the attendance that the exhibits merited and they frequently have been losing propositions for all concerned.

THE greatest loser of all is the retailer who is directly and legitimately interested in any merchandise exhibition and who does not attend, and who by his indifference discourages the business of exhibiting. It is to be hoped that the attendance this winter will indicate that the retailer is awake to his own interest in this matter.

Income Tax Department

Conducted for CROCKERY AND GLASS JOURNAL

By M. L. SEIDMAN, C.P.A.

Of Seidman & Seidman

IN the previous article the normal tax and the surtax were explained. We there found that the normal tax and surtax represent the total tax payable except for a credit permitted for so-called "earned income," and the consideration of what is known as "capital gains and losses." In this article, the earned income credit will be discussed, and in the next article, the question of capital gains and losses.

The provision giving special consideration to earned income appears this year for the first time in our income tax laws. Its name makes its purpose self-

explanatory. It seeks to impose a smaller tax on income derived from the sweat of the brow than on income derived from clipping coupons.

While the purpose is noble, the credit that is allowed for earned income is at best nominal. Before going into this phase, however, let us first see what is meant by "earned income." The law defines it as the income derived from personal services rendered. It therefore includes wages, salaries, professional fees, etc. The man who is engaged in business on his own account, can consider as his earned income a reasonable allowance for salary. However, this amount cannot exceed 20 per cent of his share of the profits of the business.

The effect of the earned income credit as a means of reducing the tax, however, is greatly restricted, for the law says that in no case can the amount of earned income be regarded as more than \$10,000. But this does not mean that a person is not allowed a larger salary than \$10,000. It only means that for the purpose of computing the earned income credit, not more than \$10,000 can be considered as earned income.

On the other hand, the law also says that everyone has the right to consider at least \$5,000 of his income as earned income, whether or not it is in fact earned income. In other words, if the income of an individual were \$10,000, and all of it came from interest on bonds, or profits on stocks, while there would be no earned income in fact, that individual would be able to compute his tax as if \$5,000 of his income were earned income.

Now let us see just how this earned income credit works out. We already know how to compute the normal tax and the surtax. The law provides that the total so arrived at shall be credited with 25 per cent of the tax that would be payable if all of the individual's income were only his earned income.

This is the fifth of a series of articles on how to prepare income tax returns, that will appear regularly in the columns of Crockery and Glass Journal. Mr. Seidman is Chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, attention of the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

An actual case will perhaps serve to clarify the principle. Let us assume that a married man with no dependents has a net income for the year 1924 of \$10,000, of which \$6,500 is from salaries, and \$3,500 from profits on stocks. In other words, his earned income is \$6,500, and his total income \$10,000. The tax would first be computed in the regular way, on his total income. His total income being \$10,000, he would deduct his exemption of \$2,500, leaving \$7,500 subject to tax. The normal tax would be 2 per cent on the first \$4,000, or \$80; and 4 per cent on the remaining

\$3,500, or \$140, making a total normal tax of \$220. Since his total income was only \$10,000, there would be no surtaxes, so that his total tax would be \$220 before the credit for the earned income.

Here is the way the earned income credit would be computed: You recompute the tax on the basis as if the earned income were his only income. In other words, you assume in the case supposed, that the \$6,500 earned income constituted all the net income of the taxpayer, and compute the tax on that basis. We therefore start with \$6,500; deducting the exemption of \$2,500, which leaves \$4,000 subject to tax. This is all taxable at 2 per cent, or \$80. We thus see that if the earned income were the entire income of the taxpayer, his tax would be \$80. Now the earned income credit can be taken. This is 25 per cent of this \$80, or \$20. We now go back to the tax that was first computed in the ordinary way, of \$220, deduct from it the earned income credit of \$20, which leaves the net tax to be paid of \$200.

Because of the manner prescribed for the computation of the earned income credit, and the \$10,000 maximum limitation on the amount that can be considered as earned income, it is apparent that the reduction in tax through it can not be very large. As a matter of fact, the credit can not ordinarily be more than \$75 at best. For let us assume that the earned income of the taxpayer amounted to \$10,000, the maximum. Let us assume that the taxpayer is single, with no dependents, so as to deduct the smallest exemption, or \$1,000. This leaves \$9,000 subject to tax, the first \$4,000 being taxed at 2 per cent, or \$80, the next \$4,000 at 4 per cent, or \$160, and the remaining \$1,000 at 6 per cent, or \$60, making a total tax of \$300, 25 per cent of which is \$75.

There is a further limitation that might be pointed out, and that is that in no event can the earned income credit



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IN ORDER THAT YOU WILL BE ABLE TO OF-
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exceed 25 per cent of the tax computed in the ordinary manner. This limitation most usually applies in those cases where the entire net income is less than \$5,000. In such cases, the simplest way of computing the tax is to first compute it in the ordinary manner, and then deduct one-quarter of the tax so arrived at, for the earned income credit, the difference representing the net tax payable by the taxpayer.

It is obvious that from its nature and purpose the earned income provision is only applicable to individuals, for it has as its background the element of personal services. Corporations, therefore, cannot take any allowance for an earned income credit.

In the next article, as has been earlier mentioned, the subject of capital gains and losses will be discussed.

The ABC of Dinnerware and Fine Pottery

CHAPTER THREE—COMPARISON OF AMERICAN AND ENGLISH CLAYS

THIS is the third chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

agree that Dorsetshire ball clays are the more plastic for their use.) Among the U. S. clays, Tennessee offers one with the strongest binding power, Kentucky is next, while other American clays are rather poor in this very important quality.

The English clays are also better than the American for semi-porcelain and other fine pottery on account of remaining constant in porosity and volume while undergoing a wide range of temperature in the kiln. Clays from the United States show a continually changing plasticity and porousness as the temperature of the kiln changes; require more careful attention in the firing and a substantially higher heat on account of these changes. Consequently pottery produced from English clay is less likely to break and will withstand heavier usage before cracking or breaking than those produced from American clay. On the other hand, the American clays result in a better color in the body of the ware than the English clays and contain less extraneous mineral and organic matter to be burned out or oxidized.

Potteries in the United States, therefore, usually combine English ball clays in certain proportions with American clays in order to give their earthenware products the requisite quality. Some American potters also import English china clay believing that it produces a whiter body for their wares than the Georgia china clay.

THE U. S. Bureau of Standards has carefully tested a large variety of pottery clays and has recently summarized its findings:

The English ball clays are stronger in binding power than the American; of the English ball clays, that which comes from Devonshire is better than the clay found in Dorsetshire in furnishing a strong bond in the body of the ware. (Author's note: But English potters seem to

Buyers in New York

DECEMBER 30TH, 1924

A. D. Hutzler, china, glassware, Hutzler Bros., Baltimore, Md., Pennsylvania.

Miss E. Johnson, lamps, Woodward & Lothrop, Washington, D. C., 370 Seventh Ave. (Room 1701).

DECEMBER 31ST, 1924.

W. Spellman, housefurnishings, John C. Macinnes Co., Worcester, Mass., 432 Fourth Ave. (D. G. Union.)

GEORGE DINNERWARE

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*Plants No. 1 and No. 4
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*Plant No. 2
Canonsburg, Pa.*

*Plant No. 3
Kittanning, Pa.*

Pittsburgh Show Largest in History

All Indications Point to a Lively Demand
for Merchandise Among the Great Array
of New Lines Being Exhibited for 1925

WITH more than 66 firms signed up to show their lines at the Ft. Pitt Hotel, and 65 firms having reservations for rooms at the William Penn Hotel, as well as a few at the Hotel Henry, the 1925 pottery and glass exposition at Pittsburgh, will be the largest in history.

The management of the William Penn Hotel announces that the "dead line" has been reached, and no more exhibits can be booked. In all, 95 rooms will be occupied by exhibitors at the William Penn and an equal number will be occupied at the Ft. Pitt Hotel.

"We will take no more reservations," announced the management of the William Penn this week.

At the Ft. Pitt, where 66 firms have made reservations, a number of new concerns are included under the listings of the Associated Glass & Pottery Manufacturers.

The complete list of exhibitors is as follows:

Pittsburgh city sample rooms will be maintained by the United States Glass Co., Pittsburgh Lamp, Brass & Glass Co., and the George West Sales Co.

The entire new line of offerings will be included in the exhibit of the United States Glass Co.

The Pittsburgh Lamp, Brass & Glass Co. will have their large sales rooms in the Chamber of Commerce Building replete with samples of their entire line, in addition to having several display rooms at the Ft. Pitt.

The West Sales Co. and the United States Glass Co. will show their lines in the Pottery and Glass Exchange Building, Liberty Avenue, near Smithfield street.

On the West Co.'s display floor will be varied lines of merchandise, which will include items from all the factories this company represents.

Fort Pitt Directory

Lobby Floor

Firm Name	Room
Jefferson Glass Co.....	Writing Room
L. D. Bloch & Co.....	Rose Room
Herbert & Neuwirth Co.....	Empire Room

First Floor

Bryce Bros. Co.....	129
Co-operative Flint Glass Co.....	136-137
D. C. Jenkins Glass Co.....	123-128
Westmoreland Specialty Co.....	Assembly Room

Second Floor

Weston Glass Co.....	239
Susquehanna Cut Glass Co.....	240
Rowland & Marsellus Co.....	241
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Anchor Manufacturing Co.....	243
Brown-Reddrop Co.....	244
Utility Glass Works.....	285

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Atlantic Refining Co.....	339
McKenna Bros. Sales Corp.....	340-341
D. L. & C. L. Wise.....	342
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Clitwood Potteries.....	385

Fourth Floor

Wheeling Decorating Co.....	439-440
Cataract-Sharpe Mfg. Co.....	441-442
Koscherak Bros.....	443-444
Iona Cut Glass Co.....	485

Fifth Floor

Federal Glass Co.....	539-540
H. C. Fry Glass Co.....	541-542
National Pottery Co.....	585
Louis Leven Cut Glass Co.....	544
National Silver Depositware Co.....	

Sixth Floor

Smith-Phillips China Co.....	636-637
S. A. Weller Co.....	639
American Clay Products Co.....	640
Crooksville China Co.....	642
Fenton Art Glass Co.....	643
Macbeth Evans Glass Co.....	673
Lippincott Glass Co.....	676
Illinois China Co.....	678
Dunbar Flint Glass Corp.....	679
Niloak Pottery.....	680
Maryland Glass Co.....	684
L. E. Smith Glass Co.....	685
Albright China Co.....	688
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Monongah Glass Co.....	692
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Zane Pottery Co.....	696
Jeannette Glass Co.....	697

Seventh Floor

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Lancaster Glass Co.....	706
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Paden City Glass Mfg. Co.....	716
Steubenville Pottery Co.....	718
Hall China Co.....	720-722
West End Pottery Co.....	724
Brush-McCoy Pottery Co.....	726
Cambridge Glass Co.....	728
Carrollton Pottery Co.....	739
Economy Glass Co.....	740
Sebring Pottery Co.....	742
McKee Glass Co.....	743
Vodrey Pottery Co.....	773
Pittsburgh Lamp, Brass & Glass Co.....	776
Duncan & Miller Glass Co.....	778
Mayer China Co.....	784
Phoenix Glass Co.....	785
Bartlett-Collins Glass Co.....	788
Central Glass Works.....	790
H. Northwood Co.....	792
Mound City Glass Co.....	
Potomac Glass Co.....	

Eighth Floor

National China Co.....	838-839
Jeannette Shade & Novelty Co.....	840
Hazel-Atlas Glass Co.....	841-842
Canonsburg Pottery Co.....	843-844
Pope-Gosser China Co.....	872
Owen China Co.....	885

Ninth Floor

Consolidated Lamp & Glass Co.....	940
Summit China Co.....	942
Lotus Glass Co.....	938
Harper J. Ransburg Co.....	939
Kinney & Levan Co.....	941
George H. Bowman Co.....	943-944
Alliance Pottery & Glass Co.....	985
Jones, McDuffee & Stratton Corp.....	972

Tenth Floor

Mitchell-Woodbury Co.....	1038-1039
Ernest Wolf, Inc.....	1040
H. R. Wyllie China Co.....	1072
Hunt Glass Works.....	1042

Quaker City Cut Glass Co.....	1043
Geo. F. Bassett & Co., Inc.....	1085
<i>Eleventh Floor</i>	
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Camden City Cut Glass Co.....	1143-1144

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M. Lowenstein.....	558
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The Phoenix Importing Co.....	562
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The Hirsch-Malgood Co.....	569-570-571

Sixth Floor

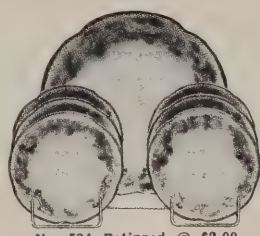
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Hotel Henry

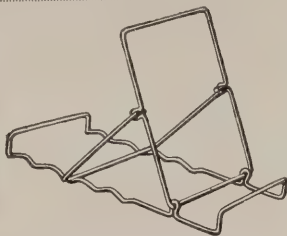
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Vail & Young.....	11-15



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No. 534 Retinned @ \$2.90
per dozen



No. 547 Gun Metal or Retinned @
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Dimensions: width 2 1/2", length 6 1/2",
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Many Different

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Catalog No. 35 shows a complete line
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Jackson

Michigan



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per dozen

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Manufacturer has \$10,000
worth of glassware to close out
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buyer.

Comprises fruit and flower
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colors.

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iridescent.

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Is Business Now in New "Cycle"?

The paramount question confronting business today is whether or not we are on the threshold of a new cycle or whether business is still in the same cycle that started back in 1921. At the annual conference held recently under the auspices of Harvard University Committee on Economic Research this subject brought out a variance of opinion. Only on one thing did the economists agree—that the outlook for the future was good.

Colonel Leonard P. Ayres, of the Cleveland Trust Company, believes that the old business cycle that started with the upswing of 1921 has ended and that a new cycle, based on reviving exports, agricultural prosperity, cheap money and improving industry, has started. The Ayres view is, incidentally, one that is pretty widely held.

Prof. Warren M. Persons, who is a statistical expert behind the Harvard forecasting system and who is an economist of no small repute, took a materially different attitude. Prof. Persons expressed the opinion that business is still in the same cycle that started back in 1921. Abnormal ease in money, he declared, prevented the "typical" culmination of the cycle. Instead of having had a crisis attended by credit congestion and severe liquidation, the abnormal supply of easy money has given us, according to his view, a series of minor upward and downward swings.

Prof. Persons does not mean to suggest that the fundamental trend of business is downward. On the contrary, he believes that through the first half of 1925 it will be upward. What his theory does imply is that a forward movement of this kind will be followed by a downswing.

The practical difference between the Ayres and Persons views is that acceptance of the Cleveland man's conclusions leads one to expect a prolonged period of prosperity, while adherence to those of the Harvard economist forces one to look for a briefer period of good business. Ayres predicts two or three years of good business. Persons can see no further than eight or nine months.

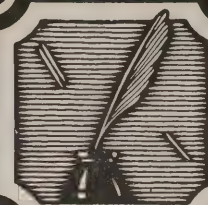
Meanwhile, we have Prof. Fisher, of Yale, who seems to be disturbed over the attitude that some of the business cycle experts have taken with regard to the influenza of commodity prices, reported as saying that the whole cycle idea is a delusion. It must all be rather puzzling to the untutored layman.

However, with the doctors disagreeing, the layman probably will be wise enough to conclude that scientifically accurate prophecy is impossible. This does not mean that the forecasting systems and cycle theories are without value. Critically read, they are suggestive and useful. But business men for a considerable period will have to continue to make their own diagnoses of the situation. They will want to have all the diagnostic symptoms they can get, and they will be greatly interested in expert advice. But in the last analysis they will risk their money on their own judgment.

The encouraging feature of the various opinions is that they are pretty unanimous in saying that the kind of business that lies directly ahead is good.



CAUGHT IN THE NEWS NET



THE Libbey Glass Mfg. Co., Toledo, O., have arranged to take on February 1st, much larger quarters in the Fifth Avenue Building, New York, than they occupy at the present time. With the absorption of the Nonik Glassware Corp., in which they took over the entire line of the latter concern, which they are combining with their own business as previously reported in the CROCKERY & GLASS JOURNAL, their present salesroom is entirely inadequate to their requirements. I. R. Ratner, formerly president of the Nonik Corp., will be in charge of the New York office. The Libbey Co. are making the first complete showing of the combined lines at the Pittsburgh Show.

Fernand Desmaison, who has been connected with the New York office of L. Bernardaud & Co., the French china importers, for a number of years and who is well known and very well liked throughout the trade, has been made manager of the concern's American office, following the recent resignation of James J. Temple, to whom Mr. Desmaison acted as assistant for the past eleven years. Mr. Desmaison is particularly well versed in French china having a first hand knowledge of the business gained at the factory which, combined with an unusually attractive personality, it is easy to predict success for him.

Jacques Bernardaud, head of L. Bernardaud & Co., the well known china manufacturers of Limoges, France, is now in New York on a visit to the concern's American office, looking over the firm's new salesroom here at 61 West 23rd St., and consulting with Fernand Desmaison, American manager for the concern.

Joseph Tharaud, who has been connected with his brother's business, Justin Tharaud, Inc., for the past several years as traveling salesman, has accepted a position in the same capacity with Herman C. Kupper, Inc. Mr. Tharaud will cover the middle west, Pacific coast and Texas, for the concern. He has a wide and very favorable acquaintanceship in the trade in the territory he is to cover and is sure to prove a valuable acquisition to the Kupper staff of travelers.

Frederick W. Cook, formerly with Peerless Lamp & Shade Mfg. Co., New York, and Shepherd Co., Jackson, Mich., recently became connected with the lamp department of Morimura Bros., Inc., New York. He will begin his new duties about January 1st.

OBITUARY

Julius Palme

News that will be a source of genuine regret in the trade and especially among the older generation in which he was particularly well known and highly respected is the sudden death on December 28th, at his home, 293 Lenox Ave., New York, of Julius Palme, one of the pioneer importers of china and glassware in New York. Mr. Palme, despite his advanced years, had been going to the office regularly including the day preceding the night of his passing, and apparently was in his usual good health. He came home from the office in good spirits that night and he and Mrs. Palme went out to spend the evening with some friends. Upon his return home he retired without complaint of feeling ill and the next morning when Mrs. Palme went to his room to call him she found him dead in bed, the cause being given by the doctors as heart failure. Mr. Palme, who was an Austrian by birth, came to this country as a very young man. He had been an importer of china and glassware for himself practically all of his business career, with the exception of a short time spent with the old firm of James H. Young, also china and glassware importers. Mr. Palme was an advertiser in the first issue of the CROCKERY & GLASS JOURNAL, on November 28, 1874, his business being known at that time as Palme & Co. He was then located at 46 Murray St., where he occupied quarters for years and which is right next door to his present office, 44 Murray St. His son became associated with him in business in later years, also conducting at the same time his own business, catering to the gift shop trade under the name of the Palmode Shop. Mr. Palme is survived by his widow and one son, Julius F. Private funeral services were held at his late home on Mr. Palme's birthday, January 1st.

Specifications for Vitrified China

A Master Specification for Vitrified chinaware has been finally accepted and became effective on Nov. 5, 1924, as Federal Specifications Board Specification No. 243. This master specification for the purchase of vitrified chinaware has been evolved after an investigation covering a period of several years, in which manufacturers of vitrified chinaware through their association have cooperated with the various Government departments using this material, and with the Bureau of Standards in which the laboratory work was carried out. The specification covers material known as thick china, hotel or rolled edge china, and medium weight china. The material, workmanship, and general requirements are given, as well as the detailed requirements in which there is defined in numerical values

Quality
Cut
Glassware

Victor Brisbois

Quality
Cut
Glassware

Manufacturer

Extends a Cordial Invitation to the Trade to Visit His Display at the Annual Glass Exhibit, January 5th to 24th, at the Fort Pitt Hotel, Pittsburgh—Room 1140.

The Display Will Include

New Creations in Grondoles

Most Attractive In Style and Price

A Magnificent Line of

Sparkling Crystal Colonial Lamp Bases

For Silk and Parchment Shades

An Extra Large Variety of

Cut Glass Boudoir Lamps and Cut Glass in Colonial and Figured Patterns

*The Exhibit Is Chock Full of New and Snappy
Features—That Are Well Worth Inspection.*

Victor Brisbois

514-522 Johnson Ave.

Brooklyn, N. Y.

the resistance which this type of ware shall show to impact, chipping, and temperature change in order to be satisfactory. The specification further presents a detailed list of the trade size, actual size, maximum weight, and tolerance in size of every piece of ware which shall be used by the Government in its dining room service, enlisted men's service and hospital service. When the preparation of this specification was undertaken by the Federal Specifications Board the Bureau of Standards was entrusted with the investigational work.

Monthly Summary of Imports and Exports

The foreign trade of the United States for the month of October shows a moderate increase in both imports and exports of pottery over that of the preceding month. Figures compiled by the Department of Commerce for the month of October, corrected to November 24th, 1924, are as follows:

Imports October			
	1923	1924	
China and porcelain			
Table, toilet and kitchenware			
Plain white or brown.....	\$96,366	\$59,373	
Decorated	1,009,164	974,570	
Bisque, parian and other ware.....	207,397	33,341	
Other china and porcelain ware.....		109,556	
Earthen, crockery and stoneware			
Table, toilet and kitchenware			
Plain	56,836	53,376	
Decorated	392,631	379,733	
Other earthen, crockery, etc., ware....	159,753	93,969	
Common and Rockingham earthenware.	18,355	27,973	
Total	\$1,940,502	\$1,731,891	

Ten Months Ending October			
China and porcelain			
Table, toilet and kitchenware			
Plain, white or brown.....	\$622,277	\$673,577	
Decorated	5,961,086	7,756,515	
Bisque, parian and other ware.....	1,618,541	225,829	
Other china and porcelain ware.....		901,075	
Earthen, crockery and stoneware			
Table, toilet and kitchenware			
Plain	562,685	565,661	
Decorated	3,203,468	3,692,922	
Other earthen, crockery, etc., ware....	1,432,092	923,216	
Common and Rockingham earthenwares	200,489	265,331	
Total	\$13,600,638	\$15,114,126	

October			
	1923	1924	
Glass			
Table and kitchen utensils.....	\$35,159	\$16,884	
Glassware, cut or decorated.....	174,615	235,887	
Blown glassware, n. e. s.			
Bottles, ornaments, etc.....		274,187	
Chimneys, globes and shades.....		87,129	
Other glassware	190,635	95,258	
Total	\$400,409	\$709,345	

Ten Months Ending October			
Glass			
Table and kitchen utensils.....	\$133,148	\$166,502	
Glassware, cut or decorated.....	1,175,673	1,568,336	
Blown glassware, n. e. s.			
Bottles, ornaments, etc.....		1,551,969	
Chimneys, globes and shades.....		731,634	
Other glassware	1,926,266	775,413	
Total	\$3,235,087	\$4,793,854	

Exports October			
	1923	1924	
China and porcelain ware			
Table, toilet or kitchenware.....	\$13,488	\$11,907	
Other china and porcelain.....	18,745	8,120	
Earthen and stoneware			

(Continued on page 28)



WHAT THE POTTERIES ARE DOING



THE holiday suspension of generalware production will cease when plants in this territory resume operation Monday next. Clay shops were idle in the majority of instances, although here and there production was resumed Monday, following the Christmas vacation. It was during the idle period that inventories were taken in practically all of the plants in the western district. In addition to this work, considerable plant repairing was done. The aim of the manufacturers has been to have their properties in good condition and ready for resumption at the close of the idle period. General opinion is that all generalware shops will be operated on very active schedules during the first quarter of the new year, and that sufficient business is either on hand or in sight to anticipate such a schedule of production. In every plant in this western district, all arrangements have been completed for the opening of business with the new year. While only two or three new shapes will be placed on the market, all manufacturers have brightened their dinnerware lines with new patterns, and these are now being displayed in all sample rooms.

The Saxon China Co., Sebring, O., of which Oliver H. Sebring is the active head, has approved an improvement program for this property which will greatly augment production. About \$120,000 is to be spent in factory extensions, which will include the erection of two additional periodic kilns and also continuous decorating kiln of the Halcroft type. Contracts for all kiln work have been awarded, and it is likely the new addition will be ready for service on or before May 1 next. Several additional brick and steel frame buildings will be added to the plant, and in all the production will be increased about 25 percent. Employment will be given to perhaps 75 additional people.

Announcement has been made of the dissolution of the American Clay Products Co., headquarters of which were at Zanesville, O., which sold the production of the numerous stoneware plants in the Zanesville and Crooksville districts. The business arrangement was perfected several years ago, and the company has been maintaining an exhibit of its line at the Ft. Pitt Hotel, Pittsburgh, Pa., during the January buying period. Each company associated with the American Clay Products Co., will hereafter conduct its own selling campaign.

Patrick McNicol, president of the Standard Pottery Co., of this city, who for the last five years has been a member of the board of County Commissioners of this county, retires from public office January 1. Mr. McNicol

has been exceptionally active in boosting the improved highway program through this part of Ohio.

All potteries in the Sebring, O., district are preparing for an active run during the new year. In all instances properties are being improved during the holiday period. It has been reported in Sebring, that during the new year close to \$300,000 will be spent by the manufacturing interests in Sebring in plant betterments.

George Heisler, salesman for the Sebring Pottery Co., who has been covering the Middlewest territory, has been spending his holiday with his relatives in East Liverpool. Mr. Heisler will be in Pittsburgh next month, with the display of this firm as he was last January.

A special display is being made by the Knowles, Taylor & Knowles Co., of their new dinner shape, a special room on the main office floor of the company having been arranged for this purpose. For a few weeks this new shape was displayed in a very generous way in the private office of President Homer J. Taylor, but the present room used for the purpose gives the company better opportunity for display purposes.

All generalware manufacturers in this immediate district are quite optimistic over the outlook for business during the first and second quarter of 1925. Of late, mail orders have shown decided improvement, and inquiries concerning new lines and the market for 1925 have also shown a decided increase during the last few weeks. Judging from all outward indications, demand for both dinner sets and open stock patterns will be very active during January. It is also the season when new contracts for requirements for the year are made. The jobbing interests are said to have had a rather active business during the last quarter of the old year, and in addition to cleaning up local stocks pretty well, some of these distributors are also said to have done more or less drop shipment business. The stage is now all set for an active business with all manufacturers during the coming year.

James Gillgallon of East Liverpool is now associated with the Hopewell China Corporation of Hopewell, Va., and will travel the middlewest territory direct from the home office. He will show this line at the Pittsburgh Exposition.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



IT now seems assured that the Toronto, O., plant of the Gill Bros., glass company will be taken over and operated by other interests. When the proposition was suggested to certain Toronto business men to form a new company to buy the plant, \$35,000 was subscribed when the stock subscription was opened. The Kiwanis Club of Toronto is backing the formation of the new company, and those interested in the movement held a meeting in the Presbyterian church there. John Beiswanger, D. R. Rook, J. H. Strong and Thomas Burke, all of whom are now with the Gill organization appeared before the Toronto business men's meeting and agreed to remain with the new company and conduct the business as in the past. An option on the plant and business has been given at an upset price of \$100,000, although it is said that the entire property has a real value of over \$221,000. It is believed that this business deal will be closed within the next few weeks, and that the plant will continue on the active list as formerly.

The death of Isaac Seder, head of the department store of Frank & Seder here, and also of stores bearing the same name and located in Detroit, Mich., and Philadelphia, Pa., was a distinct shock to the trade. Only recently the firm added a lamp and shade section to its store here.

The Imperial Glass Co., Bellaire, O., has successfully floated a bond issue of \$250,000 which is to be used in the extension of the business, and a mortgage to secure the loan has been filed in favor of the First National Bank of Bellaire. The board of directors of the Imperial several months ago discussed the floating of a bond issue for business extensions.

Stock of the Hazel-Atlas Glass Co., Wheeling, W. Va., is being dealt in rather heavily. While the officers of the company have issued no late statement concerning the future plans of the corporation, it has been pointed out that the business prospects of the company for 1925 are believed to be most excellent.

Filled with molten glass, a 160-ton tank at the plant of the Jenkins Glass Co., Arcadia, Ind., cracked, permitting the glass to flow over the floor of the factory and caused a damage estimated at between \$2,000 and \$3,000. Production was suspended in this department until necessary repairs are completed.

For the first time in several years, an assessment of \$2 has been called for by the officers of the Western Glass

& Pottery Association, of which Watson W. Lang, Cambridge Springs, Pa., is secretary-treasurer. There have been 12 deaths in the Association during the last year as follows: W. E. Darden, H. W. Jackson, Horace C. Gray, Sherman Pletcher, Henry Ghysels, Frank H. Young, Charles M. Archer, W. E. Pomeroy, A. J. Smith, Thomas W. Morris, J. C. Davis, Frank W. Kamerer. The special assessment will bring the beneficiary fund to \$1,200. Notice asking for the prompt remittance of the assessment has been issued, and this will be due and payable on or before Feb. 1.

The Patented features of the Libbey Glass Co., and the Nonik Co., will be combined in the future in the manufacturing of tumblers. The Safedge process used by the Libbey Co., for some years will be continued as a matter of fact, but to this will be added the Nonik features. The Libbey patents up to this time have controlled not only the process of the manufacture of tumblers, protecting it against sudden heat, but a reinforced rim-edge. The Nonik patents embody a departure in tumbler design with a bulging band near the top of the tumbler that protects the edge. Both process and patents will now be combined in the new tumbler.

Des Moines, Iowa, has been selected as the headquarters for the general sales office of the Kerr-Hubbard Glass Co., Sand Springs, Okla., manufacturers of chimneys, globes and electric glassware. The Des Moines office will have charge of sales in six states surrounding Iowa, and that city will also be a distributing centre. Arrangements for this new feature in connection with the business of this company have just been completed.

The Indianapolis Glass Co., Indianapolis, Ind., which some months ago began the manufacturing of mirrors of all kinds, has been compelled to increase its production on account of the demand for its line. According to William Fender, general manager of this company, the production of mirrors during 1925 will probably be double that of 1924.

Although the S. H. Kress Co., is a Texas corporation, with offices at 114 Fifth Avenue, N. Y., the trade here has been advised that the corporation has qualified to do business in Ohio, and will have its general offices in Youngstown, O., with Myron E. Ellman in charge, and general offices at 1206 Wick Building. The company has a number of 5, 10 and 25c stores throughout Ohio.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By BEATRICE MILLER WISNER

THE splendid showing of glass and china Holiday gifts in the stores with special departments devoted to these wares, brought a host of shoppers from both local and distant localities, who spent their Christmas money freely in these sections. The alluring arrangement of glassware, china, tea and dinner sets, together with bits of fine pottery, is a credit to the china and glass departments and was no doubt responsible for attracting the large number of visitors who came to seek special values in glassware, china and pottery. A noticeable feature in the decorative element of the departments, was the elegant lamps employed, placed here and there among the objects, giving a note of artistry to the illuminating aspect, reflecting the colors of the glass and china, which added a fairy-like touch of brightness to the department.

Gimbel Bros. are displaying some extraordinary values in lamps at attractive prices for gifts in a large variety of decorations. Wrought iron bridge lamps with round shirred georgette shade, trimmed with two rows of ruching and silk lining at \$10.95, junior lamps at \$14.95 with shirred georgette shade and silk lining, base finished in Pompian bronze, and adorned with artistic finial, are worth while specials at popular prices. Others of unusual workmanship have artistic shades trimmed with antique gold galloon, crystal finial and gold leaf and polychrome bases, ranging in price from \$34.50 to \$49.50. These are exceedingly pleasing in color, construction and decoration.

There is an unusual and attractive window display at Ovington's in which exquisite porcelain service plates have a prominent position in the foreground of the window, the background of the window features a handsome tapestry curtain, and standing in front of it, is a splendid antique iron torchier, with dull mottled amber shade. At either side of this are two beautiful crystal candelabra and just in front two unusually fine crystal decanters elaborately etched in appropriate design. The service plates with exquisite red borders finely traced in gold, and others with blue borders give the window an effective and pleasing appearance, while the candelabra and lamps add to the arrangement and effectiveness of the entire setting.


Some very unique imported ornate objects are displayed at Bloomingdales, which have an unusual decorative element. Venetian glass dish with dragon handles and the same decoration entwining the stem at \$39.95, with Venetian glass trays, baskets, comports, vases, perfume bottles, bowls and candlesticks are some of the novelties which are modestly priced for the fine decoration and construction. Italian pottery bowls, vases, comports, candlesticks, etc., both plain and decorated are lovely specimens from the

land of the deep blue sky. A very popular bowl shows geese for the body, and is not only odd but exceedingly well modeled, priced at \$5.95. Imported birds in a variety of sizes, ranging from 50 cents to \$13.95 exhibit the bird in all its natural pose and coloring. These are the season's vogue in novelty ornaments.

Splendid housefurnishing wares are shown in the basement section of R. H. Macy & Co. Decorated porcelain hot water platters at \$9.84 with cover, nickel plated on copper frame, are good values. Roasters at \$2.29 of heavy enamel, seamless with rounded bottom to hold juices and prevent scorching are splendid cookers for the season's turkey. Serving trays, just the nicest article for dainty refreshments, priced at \$1.64 and \$2.19, according to size, have a removable back for inserting the doily and are mahogany finished. Casseroles, at \$2.98 with fireproof glass, decorated cover, and pierced nickel frame are serviceable and attractive. Fancy moulds for jelly, ice cream or blanc mange, come from 4 cents to \$3.29 and are exceedingly convenient when a new idea is needed in serving desserts. Nut bowls, the ever popular table winter accessory are priced at \$1.24 and have crackers and 6 nut picks in the bargain. Two-piece crumb sets with ebonized brush at \$1.39 are especially useful and welcome gifts. Other specials at low prices in the department are enticing visitors looking for table and kitchen utilities of unusual merit.

Dinner sets of over thirty patterns in imported wares and 52 piece of domestic porcelain sets with coin gold handles at \$23.79 are offered at Ludwig Baumann & Co., at special sale. A hundred piece domestic porcelain set with border of pink roses and blue background with gold edge and gold stripped handles comes at \$29.46. Lovely English porcelain sets of 100 pieces, priced at \$45, has conventional border and stripped gold handles. Bavarian sets of 100 pieces with beautiful pink spray are modestly priced at \$39.95. A Limoges china set with border of colorful flowers, and coin gold handles, comprising 52 pieces is on sale for \$47.50. These are compelling values, and gratifying specials of excellent finish and decoration.

Kitchen utensils displayed at Koch & Co., Inc., are among the season's inducements in the uptown district. Aluminum roasters, in various sizes, priced at \$3.95, \$4.98 and \$5.25, cake pans at 29 cents each, sauce pans at \$1, griddles at \$1.38 are all popular prices and worth while values. Nickel plated poultry shears, at \$1.25, stainless 3 piece carving sets at \$3.98, stainless knives and forks with white handles, at \$7.49 are among the specials for gifts.



THE ATLAS CHINA CO.
NILES, OHIO.

Colonial and Plain Shapes
Distinctive, Exclusive and Commercial Decorations
Reflecting superior values where the dollar is worth one hundred cents.

Full Line of Quality Table Ware Backed by Honest Service
Home of "Egyptian Jewel" and "Good Luck" Dinner Sets

Monthly Summary

(Continued from page 24)

Table, toilet or kitchenware.....	4,854	4,147
Other earthen, stone and crockery ware	83,758	70,411
Total	\$120,845	\$94,585
<i>Ten Months Ending October</i>		
China and porcelain ware		
Table, toilet or kitchenware.....	\$147,436	\$119,838
Other china and porcelain.....	366,596	84,640
Earthen and stoneware		
Table, toilet and kitchenware.....	62,498	49,955
Other earthen, stone and crockery ware	739,299	580,722
Total	\$1,315,829	\$835,155
<i>October</i>		
	1923	1924
Glass		
Table glassware, plain.....	\$178,245	\$168,741
Table and other glassware cut or engraved	20,018	19,032
Glassware for lighting		
Lamps and other illuminating devices, chiefly of glass.....	34,128	18,918
Other glassware, n. e. s.....	179,730	135,380
Total	\$412,121	\$342,071
<i>Ten Months Ending October</i>		
Glass		
Table glassware, plain.....	\$1,859,553	\$1,500,061
Table and other glassware, cut or engraved	180,874	134,225
Glassware for lighting		
Globes and shades.....	386,826	327,689
Lamps and other illuminating devices, chiefly of glass.....	331,781	239,950
Other glassware, n. e. s.....	1,527,666	1,259,038
Total	\$4,288,700	\$3,460,963

Letters That Interest



SUPPOSE you vary the average stilted form of a letter-circular with a style which is a little more striking. Once in a while such a change makes a very good impression on the reader. The following can be suggested where the store has

been established for many years and desires to emphasize its policy of satisfying the customer. Make two lists of names: one to the mothers in your locality, another to the daughters. Write the "daughter" list a letter similar to

Dear Daughter:

Ask your mother if during the thirty years we have been in business in Havona she has ever known a single instance where we were not willing to adjust any dissatisfaction with merchandise bought at our store. We have assumed some responsibility which rightly belonged to others, rather than have the customer feel aggrieved. This is one reason why we've been in business all these years—and we'll treat you just as well as we treated your mother.

The letter to the mother list can we worded similar to Dearest Mother:

Is it not true that during all the years you have known us you've never heard a single man, woman or child who didn't get a square deal from us. Give your daughter this "tip". A good trading point is worth as much to her as it has been to you.

SOY KEE & CO.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct and have a complete stock of the famous gold medallion and Blue and White Canton.

Write for Price List



Gold Medallion Dinnerware

7-9 Mott St. Chinatown New York

Up Town Salesroom—1263 Broadway

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

New Candlesticks of Originality

A KNEELING lady with a basket of flowers is one of the newest fancies in candlesticks. She is dark haired and wears flowing draperies of rich colors. Kneeling down with face uplifted, she bears her colorful basket of flowers aloft, raising it toward the heavens as if it were a votive offering to the God of the Springtime. She comes with draperies in orange lustre, powder blue, Chinese blue, light blue, fuchsia and yellow. The candles are held in the basket of flowers. Bowls in the same colorings with various decorative effects combine with the candlesticks to make charming console sets, or the kneeling maiden may be used alone effectively in Milady's boudoir. The bowls come in three shapes, footed bowl, flat, round, floating bowl and footed floating bowl and are decorated, some with Japanese effect, trees bearing lanterns, done in block lines and some with multi-colored flowers outside border decorations. These are being shown by Percy N. Leyland, Inc., 184 Fifth Ave., New York.

Dinnerware of Character

Tirschenreuth dinnerware, such as is shown in the advertisements of Paul A. Straub & Co., in the Holiday number of this publication, is most effective as to shape and colorings. The illustration in the advertisement shows a deep border design in a solid green, pale in tone with full gold matte handles and knobs and gold edges. This especial arrangement of solid color border is particularly adapted to the high footed casserole, sugar and cream. The casserole has two bands of color, one on the edge of the cover and one on body. This is very attractive. The sugar also has two bands, one on body, a little distance from edge and one on edge of cover. This same decoration may be had in ivory or colbat blue with heavy narrow acid bands and handles. Another very charming design imported by this concern, whose address is 105-107 Fifth Ave., New York, is the Old Abbey spray decoration with body of ivory earthenware. There is one large, heavy spray of flowers in deep rich tones—orange, lavender, blue, etc., with green leaves—which spread from the rim well into the center of the plate. Two other smaller sprays are also used in the same way, making the rim and center of plate one complete unit. Smaller flower sprays and a tiny leaf spray here and there add to the charm of this line. A narrow green band sets off the whole design most effectively. These two numbers are open stock.

New Shapes and Designs in Dinnerware

Two characteristics are emphasized strongly in the new lines of English dinnerware imported by Johnson Bros., 39 West 23rd St., New York. These are the new octagon shape which is carried out throughout the entire line and a new glaze which is exceptionally rich and smooth and strengthens the effect of the decorations. The teapots, sugars and creams, which are tall and graceful are octagonal as are all other pieces. There are almost twenty new decorations shown in this shape. One is a narrow border of sprays in bright colors, yellow, terra cotta with touches of black there alternate. Small sprays of conventionalized leaves in brown and green leaves with terra cotta leaves at each side alternate with sprays of blue terra cotta roses with black leaves conventionalized. The whole design by its color and line has a decided oriental tone and is effective indeed. Another equally lovely design consists of a border with clusters of fruit in yellow and russet red on an ivory ground. This is outlined in with greenish gray leafy scroll. Outside is a very narrow design in squares in soft rich tones. Still another number has panels in yellow bordered with black with tiny blue and pink roses alternating with medallions consisting of clusters of three roses against a yellow ground. Another design has a border of blue and white diamond effect with yellow bands, broken by a group of single roses, of deep pink which alternate with groups of two roses with tiny leaves. The effect of these designs which are arranged so as to be especially suited to this new shape, is enhanced by the almost invisible flutings which are to be found on the rim of the plates.

New Cereal Sets

Lazarus & Rosenfeld, 98 Fifth Ave., New York, are showing about a dozen fifteen piece new cereal sets in addition to their regular lines. These array themselves in a charming assortment which should make an instant appeal to the housewife who is beauty loving, as well as thrifty. They come in solid lustre colors—brown and blue, and in iridescent lustre with border decorations, also in combinations of brown and blue in band effect with black tracings. Some have interesting checkerboard, borders, some floral borders consisting of blue and green motive in a yellow ground. New luncheon, cup and tray sets which are equally adaptable for afternoon tea, bridge refreshments, or the use of invalids, come in solid yellow with medallions of roses, also in golden brown, ivory and yellow with black edges and handles which accentuate the colors. There is also one charming design with floral decorations of medallion fringed with yellow. This concern will carry out the buyers' own design in an order of sufficient size.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

SALES MEN calling on department stores and jobbers throughout the country. Line of glass spoons, sippers, etc. Special sellers, liberal commission, easy carrying samples. Write enclosing territory covered. Glass Makers Guild, 67 Fulton Street, New York City.

SALES MEN to represent us in Chicago and middle west on line of high grade colored and crystal both plain and decorated on commission basis. All replies to be treated confidentially. Box 456, care CROCKERY AND GLASS JOURNAL.

SITUATION WANTED

SALESMAN, 28, well acquainted with the china, glass, gift shop and housefurnishing trades in New York City, also some road experience, wishes to make a new connection in one of the lines mentioned. College graduate. Good appearance. Box 453, care CROCKERY AND GLASS JOURNAL.

POSITION wanted as buyer of china, pottery or gift merchandise by young woman of exceptional ability. Thoroughly experienced in buying and selling. Address Box 452, care CROCKERY AND GLASS JOURNAL.

FOR SALE

FRY Glass, 130 large meat loaf bakers with covers for sale at a bargain. Box 455, care CROCKERY AND GLASS JOURNAL.

SPECIAL NOTICE

The Crockery Board of Trade of New York

New York, December 23, 1924.

Notice is hereby given that the Annual Meeting of the Stockholders of The Crockery Board of Trade of N. Y. for the election of four Trustees for the ensuing three years and for the election of officers for the ensuing year, will, in accordance with the By-Laws of the Corporation, be held at the Manhattan Club, New York City, on Wednesday, January 14th, 1925.

By order of Trustees.

L. S. OWEN, Secretary.

Lines Wanted For New England

Live salesman, well known in the trade is about to open a showroom in Boston for the representation of glass, china and lamp factories.

He has a wealth of experience, wide acquaintance-ship, in fact all the necessary qualifications combined with substantial backing.

Address Box 500A
care of
Crockery and Glass Journal

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

The Ideal Location for a Pottery or Clay Products Plant is Fairmont, West Virginia

Cheapest electric power, 1.6c to .5c per KWH. Vast undeveloped clay deposits. Free factory sites, good banks. B. & O., Penna and New York Central Railroads. Fine community of 32,000. Best steam coal \$1.70 per ton delivered. Low tax rates for Industries and large labor market. Your distribution costs will be lower in Fairmont. Potteries in adjacent cities with less favorable conditions operating successfully. Assistance rendered New Industries. Write: Fairmont Chamber of Commerce, Fairmont, West Virginia.

Assistance Rendered New Industries

Write:

FAIRMONT CHAMBER OF COMMERCE
FAIRMONT, WEST VIRGINIA

Regulations for the Importation of Samples and Parcel Post Packages to Latvia

Samples of no commercial value or those which have been mutilated so as to destroy their commercial value may be imported into Latvia free of duty, says Acting Commercial Attaché C. J. Mayer, Riga. Those having commercial value, however, may be imported free of duty, provided the duty does not exceed 0.10 lat per parcel, since no parcel, whether containing samples or other merchandise, is subject to duty if the duty per parcel is not in excess of the above amount. Such parcels are also free of other customs charges. The contents of the parcels are examined in order to ascertain whether or not they agree with the declaration of the sender, and if so a notation is made on the declaration stating that the goods are not subject to duty.

Samples may be sent to Latvia in sealed letters (registered or not), postal wrappers, or parcels. The envelope or wrapper containing samples must be marked "samples" and a statement of the contents must be made. Parcel-post packages must be accompanied by two copies of the customs declaration, one of which is delivered to the addressee, together with the parcel, and the other is kept by the local post office in Latvia. The customs declaration must contain the following items (no omission being permitted):

1. Place of posting.
2. Place of destination.
3. Name and address of addressee.
4. Number of the parcel.
5. Description of packing, including any special marks or numbers of the sender.
6. Accurate statement of contents.
7. Country of origin of the contents (i. e., place where they have been produced).
8. Value of the contents.

T. W. HAMILTON

139 FIFTH AVENUE, NEW YORK

Weston Glass Co., Inc.

Blown Table Ware

Display at the Pittsburgh Show

Room 239—Fort Pitt Hotel

Susquehanna Cut Glass Co.

Full and Complete Line of
Light Cut Glassware.

Display at the Pittsburgh Show

Room 240—Fort Pitt Hotel

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ON GLASS OR CHINA

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Open Stocks

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We'll tell you how?

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We will exhibit at the Fort Pitt, Pittsburgh January 5th to 24th

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bring our illustrated catalog*

AMERICAN TRAY CO.

179-181-183 Wooster Street, New York

"SERVING TRAYS THAT SELL ON
SIGHT"

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SOUTH
CLARK
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THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO retail stores were in the grip of a between-holiday lull this week. The Christmas rush is over and the January sales not yet under way. Inventory work is now occupying the attention of most department heads and plans are being laid for the January and February buying trips. In spite of the unfavorable weather late this year the retail stores have rounded out a good figure of sales for 1924. Prospects for the coming year are decidedly encouraging and the problem now at hand is one of putting the short stocks in order and purchasing new merchandise for the coming months.

The glass and pottery factory representatives in Chicago are busy this week setting their house in order for next year's business. Some of them plan to leave next week for Pittsburgh to attend the annual exhibit held there, while others are getting their local displays in order for the buying of the new year.

Committees of the Glass, Pottery, Lamp and House-furnishing Ass'n are working out the details of the February exhibit to be held in the local show rooms. The

entertainment committee has held a session and will meet again in the near future when it will doubtless have something interesting to announce. A general meeting of the association will be called, probably for Thursday of next week, to pass on final details of the February Show, to be submitted at that time by the chairmen of the various committees.

C. F. Howard, connected with the Chicago display of Geo. H. Bowman & Co., Cleveland, is in the East this week visiting the factories that produce the "Bowman Lines." He also planned to spend some time in Cleveland returning to Chicago about Jan. 5.

The semi-annual Furniture Market will open at the American Furniture Mart Building, on January 5th. This event is one of the big features of the Chicago market and usually brings more than seven thousand buyers to Chicago. The hundreds of displays in the big Furniture Mart Building are being put in readiness this week and these include many lamp, shades and dinnerware lines. A group of the glass, pottery and art goods firms have jointly taken a display in this building, and in room 904 the following will show their new samples: E. M. Meder, Earl W. Newton & Associates, Helm & Soukup, W. C. Owen, Inc., Regal Art Co., Steinbeck Co. and Rainaud & Foley.

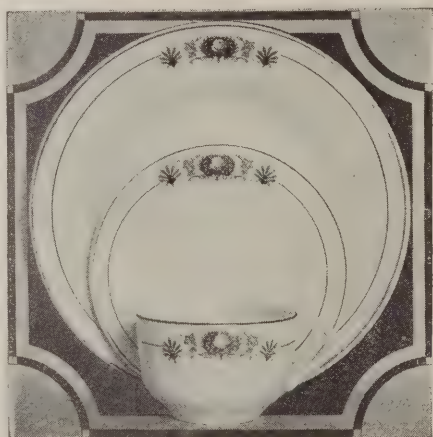
I. E. Mincks, secretary of the Albright China Co., and in charge of their Chicago office in the Palmer House, went to his home in Carrollton, O., for the holidays. W. T. Darden, sales manager for the same company, will leave Chicago on Jan. 5th to attend the Pittsburgh show.

The Commercial Mirror and Art Glass Works, an Illinois corporation making decorative mirrors, has been dissolved.

The lamp firm known as Chas. B. Simons, Inc., has been reorganized and is succeeded by Simons-Wolff Co., 2058 W. Harrison Street, Chicago. This company will manufacture lamps, shades and decorative furniture, and is incorporated for \$15,000. The owners of the company are Chas. B. Simons, Nathan Woolf and C. W. Simons.

W. H. Alexander has been appointed manager of the retail store which Sears, Roebuck & Co. will open in Chicago about Feb. 2. A chain of retail stores is planned by the big mail order house.

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LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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VOL. 100

January 8, 1925

No. 2

AS THE EDITOR SEES IT STILL WITH US

THE much discussed problem of "hand-to-mouth" buying is still with us and even increasing according to reports which come from the Chamber of Commerce and the manufacturers are faced with a situation of more or less gravity. The "boom" psychology which has of late been much in evidence in speculative markets and elsewhere in this country has not yet made its way into the industrial sphere, thus minimizing the danger of large stocks and unduly high prices followed by a bad break in values, says the *Journal of Commerce*.

BUT the refusal of wholesalers and retailers to take on and carry stocks which prior to the collapse of 1920 were considered quite normal does present some grave difficulties to manufacturers who are not usually equipped, financed or organized to carry the risk of manufacturing for stock in large quantities. They are forced either to assume the unaccustomed risk of forecasting demand or else to undergo greatly added expense of manufacturing in small lots merchandise which can be turned out much more advantageously in larger quantities. In either case the cost to the ultimate consumer is quite substantially increased. Higher retail prices thus rendered necessary in turn tend to curtail the volume of sales, and consequently to make distributors more than ever cautious in committing themselves for new goods in a large way.

IT is thus easy enough to analyze the problem in hand and to arrive at a conclusion that the state of affairs is regrettable from almost every viewpoint. Yet mere protest will almost certainly prove quite ineffectual in righting the situation. These changes that have taken place in our methods of distribution are the outgrowth of natural causes, and so long as those causes remain in force as they are today we are not likely to return to pre-war habits and customs of doing this business.

THE events which have served to bring the alterations in question are not far to seek. First of all most distributors were caught in the crash of 1920 and badly hurt. They have not forgotten that experience, and are not going to forget for some time to come in all probability. Then we have never since then been able to get our costs and prices down to levels calculated to generate confidence in the ability and willingness of the rank and file of the consuming community to absorb a normal volume of goods with regularity. Furthermore, general conditions the world over continue in a rather uncertain state in more respects than one. All this tends to keep the minds of merchants in a doubting state, and to render them more than ordinarily cautious in entering into commitments—and justifiably so.

SOME other factors enter in specified branches of trade. Consumers of a good many classes of clothing have become accustomed to the rapid changes in style and the larger variety of color and cut made possible by small-scale manufacture in vogue for some years past are now said to be disinclined to purchase freely of goods which do not present these advantages of variety and fancy. But, after all, the main problems are those which grow out of the uncertainty inherent in the economic situation, whether viewed from the national or the world standpoint.

IF we could gain our own consent to work our way back to a cost and price situation which made a considerable period of stability in demand reasonably to be expected, much that is now worrying manufacturers ought in a relatively short space of time to disappear of its own accord. If, on the contrary, we cannot agree to do anything of the sort and if the world situation remains as it now is, we may expect a continuance of the troubles now complained of.

Income Tax Department

Conducted by M. L. SEIDMAN,
Of Seidman & Seidman, Certified Public Accountants

FROM a previous article it will be recalled that ordinarily, the tax payable by an individual is the sum of the normal tax and the surtax as adjusted for the earned income credit and the capital gains tax. The manner of computing the normal tax, surtax, and earned income credit has already been covered. There but remains for discussion the subject of the capital gains tax.

The theory of the capital gains tax is to afford relief to individuals who realize in one year profits that have accrued over a number of years. At the same time, the new law limits the reduction in the tax on account of losses sustained in one year, but they have accrued over a number of years.

In order to more fully grasp the significance of the capital gains tax and the manner in which it operates, it may be best first to explain what is a capital gain, or a capital loss. The law defines these terms as the gain or loss resulting from the sale of a capital asset. A capital asset is defined as property held for more than two years, except stock in trade. This is a different definition than appeared in the law last year. Under the old law, in addition to the two-year requirement, it was necessary that the property be held for profit in order to be regarded as a capital asset. In other words, property held for personal use, such as a residence, was not classified as a capital asset. Under the present law, however, all property, whether or not connected with a business, and whether or not held for profit, is a capital asset if it is held for more than two years.

Now let us see how a capital gain or a capital loss affects the tax. First as to capital gains. To begin with, it is necessary to get the capital net gain, that is, the excess of the capital gains over the capital losses. Thus, if A in 1924 sold stock for \$200,000 that he bought in 1915 for \$100,000, his capital gain is \$100,000. If in 1924 he also sold for \$10,000 bonds that were purchased in 1919 at a cost of \$20,000, he would have a capital loss of \$10,000. His capital net gain would therefore be the difference between \$100,000 and \$10,000, or \$90,000.

The law says that capital gains shall be taxed at a rate of 12½ per cent, irrespective of the amount of the other income. In the case supposed, therefore, if in addition to the capital net gain of \$90,000, the taxpayer had ordinary income of \$60,000, his tax would be computed as follows: Assuming that he were a married man with no

This is the sixth of a series of articles on how to prepare income tax returns, that will appear regularly in the columns of Crockery and Glass Journal. Mr. Seidman is Chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, attention of the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

dependents and his earned income were \$50,000, the normal and surtax would first be computed on the ordinary income of \$60,000, which would amount to \$8,677.50. To this would be added the capital gains tax of 12½ per cent on the capital net gain of \$90,000, or \$11,250, making the total tax \$19,927.50.

The relief that is afforded by this special treatment of the tax on the capital gains can best be shown by the fact that if there were no such provision, the normal and surtax on \$150,000, that is, \$60,000 ordinary income and \$90,000 capital net

gain, would be \$44,117.50, so that in the case supposed, the capital gains provision saves the taxpayer \$24,190.50.

It is very important to note, however, that it is entirely optional with the taxpayer as to whether he wants to come under the capital gains provision. Naturally, if it works to his benefit, he should take advantage of it, and if it does not work to his benefit, he should not elect to be taxed under it. The way to determine whether the capital gains provision is advantageous or not is to first work the tax out in the ordinary way, as if there were no special treatment for capital gains, and then see how it compares with the tax computed after considering the capital gains provision.

It is obvious that the capital gains tax would be disadvantageous where the capital gain would not be taxed at more than 12½ per cent if the tax were computed in the regular way. Let us suppose, for example, that the taxpayer has an income of \$5,000 from salaries, \$5,000 from rentals, making a total ordinary income of \$10,000, and \$10,000 from profit on the sale of stocks held for more than two years, or in other words, a capital gain. If he elected to come under the capital gain provision, his tax would be as follows: on the \$10,000 ordinary income, \$207.50; on the \$10,000 capital gain, \$1,250; total, \$1,457.50. However, if he computed his tax without regard to the capital gain provision, that is, as if his ordinary income were \$20,000, his tax would be only \$1,017.50, so that he would save \$440.00 by not electing to pay under the capital gains tax provision.

Because of the many possibilities and variations, an absolute rule cannot be laid down giving the point where it is no longer advantageous to come under the capital gains section, or vice versa. This much, however, can be said with exactness—where the income including capital gains is less than \$23,000, it is best not to report

on a capital gains basis, and where the total income exceeds \$23,000, it is best to report on a capital gains basis.

Another phase of the capital gains tax is reflected in a case where the taxpayer is confronted with a situation somewhat as follows: Net profits on stocks (capital net gain), \$75,000; salary, \$25,000; bad debts, interest on taxes, etc., \$35,000. In other words, not considering the capital gain, there is a gross income of \$25,000 and deductions of \$35,000, or an excess of deductions of \$10,000. For the purpose of computing the capital gain tax, this excess of \$10,000 can be deducted from the \$100,000 of capital gains, so that the capital gains tax would be computed on \$90,000, and therefore amount to \$11,250.

It is interesting to note that in such a situation the taxpayer would not get the benefit of his exemption because the exemption is a credit allowed solely for the purpose of computing the normal tax, and obviously in the case given there is no normal tax, but only a capital gains tax, and the exemptions play no part at all in the computation of the capital gains tax.

So much for capital net gains. In the next article the effect of capital net losses will be discussed.

The writer wishes at this time to make note of the fact that a number of readers' questions have been advisedly accumulated. It is planned that the answers will be published in conjunction with subsequent articles. It has been thought best for the time being, however, to confine the articles to a further explanation of the law, in the thought that readers might first be acquainted with more of the tax principles to guide them in their questions.

Buyers in New York

JANUARY 2ND, 1925

M. J. Flanagan, toys and housefurnishings, M. Lurie & Co., Albany, N. Y., 117 West 33rd St. (Hoffman & Hartblay).

Miss F. Anderson, glassware, fancy china, Jordan Marsh Co., Boston, Mass., 432 Fourth Ave.

Mr. Boyle, housefurnishings, Boston Stores, Glens Falls, N. Y., 225 Fifth Ave. (Fox Syndicate).

S. Millsbaugh, housefurnishings, Tomkins D. G. Co., Middletown, N. Y., 225 Fifth Ave. (Fox Syndicate).

Mr. Ferris, housefurnishings, J. W. Hale Co., South Manchester, Conn., 225 Fifth Ave. (Fox Syndicate).

J. C. Nourse, lamps, Woodward & Lothrop, Washington, D. C., 370 Seventh Ave., Room 1701.

JANUARY 8TH, 1925

L. Arnstein, housefurnishings, A. J. Papke, kitchenware, Ed. Shuster & Co., Milwaukee, Wis., 501 Seventh Ave. (O. Abel), Imperial.

F. A. Monte, housefurnishings, toys, Fox & Co., Hartford, Conn., 120 West 32nd St. (A. Fantl).

Knowing Your Old Goods



OR each year adopt a differently colored gummed sticker or label. If one year you use yellow the next year you use brown, your clerks will know by the color of the sticker that goods bearing yellow stickers is older and should be moved. Also this system will be found convenient when taking your inventories.

F. B. TINKER

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Weston Glass Co.
Potomac Glass Co.
Lewis County Cut Glass Co.
Standard Pottery Co.
Ernest Wolf, Inc.
Honesdale Radio Corp.
North American Merc. Co.
Rainaud & Foley Lamp Co.
Roman Art Lamp Co.
Krantz & Sell Co..
Fisher Cut Glass Co.
Crown Cut Glass Co.
Victor Brisbois
American Glass Specialty Co.

Shops Bldg.

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Pittsburgh Show In Full Swing

Exhibits At Pittsburgh Hotels Offer a Varied and Attractive Array of Merchandise to the Buyers of Glass and Pottery

WITH the opening of the 45th Annual exhibit of the Associated Glass & Pottery Manufacturers there is every indication that buying will be as brisk as it was a year ago and perhaps sales records will be exceeded.

There was no outward attempt on the part of the buyers to stampede the market as has been experienced in the past the opening days of the week indicating to salesmen that many concerns are in need of merchandise and that Holiday sales practically cleaned out all reserve supplies.

Not as many buyers registered in the market the first two days of the week as were listed for the same period a year ago, but those who were in the market it has been explained did less shopping this year than they did a year ago. Orders were written by all salesmen from the very opening of the show. In many instances this early business was heavier than that placed by the same interests last year.

One thing buyers have related is that "we're very optimistic over the prospect of business this year." Salesmen are exceptionally hopeful. It is history that following the Pittsburgh Show each January, the bottom seemed to drop out of the market. Both the pottery and glass lines suffered. It was a grind for business all through 1924 with the possible exception of the last quarter of that year. Today, however, both salesmen and buyers hold the view that 1925 will prove to be a good year for business, and also because of the fact that retail stocks are exceptionally low merchandise requirements are being anticipated in much larger volume than many salesmen hoped for when the "show" opened.

About 150 buyers were in the market Monday and Tuesday of this week. Here and there some "shopping" was noted but on the whole there was buying from the very opening of the show.

All things considered the exhibit this year is one of those merchandising events that is really worth while, both from an educational point of view as well as a merchandising proposition. In glassware new features are being displayed in all exhibit rooms. Colored glassware is in rather heavy assortment both as to items, colors and shapes.

In the general dinnerware line the assortment of new patterns is greater than ever, but border treatments predominate.

Exhibits in both the Fort Pitt and William Penn Hotels are prepared for the reception of the trade. In fact the entire show taken all in all is a marvel of beauty. The buying season at Pittsburgh this year will close January 24th, continuing in all over a period of three weeks.

Sixteen

Fort Pitt Directory

Lobby Floor

Firm Name	Room
Jefferson Glass Co.....	Writing Room
L. D. Bloch & Co.....	Rose Room
Herbert & Neuwirth Co.....	Empire Room

First Floor

Bryce Bros. Co.....	129
Co-operative Flint Glass Co.....	136-137
D. C. Jenkins Glass Co.....	123-128
Westmoreland Specialty Co.....	Assembly Room

Second Floor

Weston Glass Co.....	239
Susquehanna Cut Glass Co.....	240
Rowland & Marsellus Co.....	241
Figuerora Cut Glass Co.....	242
Anchor Manufacturing Co.....	243
Brown-Reddrop Co.....	244
Utility Glass Works.....	285

Third Floor

Atlantic Refining Co.....	339
McKenna Bros. Sales Corp.....	340-341
D. L. & C. L. Wise.....	342
Emil F. Kupfer.....	343
Liberty Works.....	344
Cliftwood Potteries.....	385

Fourth Floor

Wheeling Decorating Co.....	439-44
Cataract-Sharpe Mfg. Co.....	441-44
Koscherak Bros.....	443-44
Iona Cut Glass Co.....	48

Fifth Floor

Federal Glass Co.....	539-540
H. C. Fry Glass Co.....	541-542
National Pottery Co.....	585
Louis Levien Cut Glass Co.....	544
National Silver Depositware Co.....	

Sixth Floor

Smith-Phillips China Co.....	636-637
S. A. Weller Co.....	639
American Clay Products Co.....	640
Crooksville China Co.....	642
Fenton Art Glass Co.....	643
Macbeth Evans Glass Co.....	673
Lippincott Glass Co.....	676
Illinois China Co.....	678
Dunbar Flint Glass Corp.....	679
Niloak Pottery.....	680
Maryland Glass Co.....	684
L. E. Smith Glass Co.....	685
Albright China Co.....	688
Hopewell China Corp.....	690
Monongah Glass Co.....	692
Art Industries, Inc.....	694
Zane Pottery Co.....	696
Jeannette Glass Co.....	697

Seventh Floor

Diamond Glass Ware Co.....	702
Hocking Glass Co.....	704
Lancaster Glass Co.....	706
Indiana Glass Co.....	708-710
New Martinsville Glass Mfg. Co.....	712-714
Paden City Glass Mfg. Co.....	716
Steubenville Pottery Co.....	718
Hall China Co.....	720-722
West End Pottery Co.....	724
Brush-McCoy Pottery Co.....	726
Cambridge Glass Co.....	728
Carrollton Pottery Co.....	739
Economy Glass Co.....	740
Sebring Pottery Co.....	742
McKee Glass Co.....	743
Vodrey Pottery Co.....	773
Pittsburgh Lamp, Brass & Glass Co.....	776
Duncan & Miller Glass Co.....	778

T. W. HAMILTON

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Room 239—Fort Pitt Hotel

Susquehanna Cut Glass Co.

Full and Complete Line of
Light Cut Glassware.

Display at the Pittsburgh Show

Room 240—Fort Pitt Hotel

Mayer China Co.....	784
Phoenix Glass Co.....	785
Bartlett-Collins Glass Co.....	788
Central Glass Works.....	790
H. Northwood Co.....	792
Mound City Glass Co.....	
Potomac Glass Co.....	

Eighth Floor

National China Co.....	838-839
Jeannette Shade & Novelty Co.....	840
Hazel-Atlas Glass Co.....	841-842
Canonsburg Pottery Co.....	843-844
Pope-Gosser China Co.....	872
Owen China Co.....	885

Ninth Floor

Consolidated Lamp & Glass Co.....	940
Summit China Co.....	942
Lotus Glass Co.....	938
Harper J. Ransburg Co.....	939
Kinney & Levan Co.....	941
George H. Bowman Co.....	943-944
Alliance Pottery & Glass Co.....	985
Jones, McDuffee & Stratton Corp.....	972

Tenth Floor

Mitchell-Woodbury Co.....	1038-1039
Ernest Wolf, Inc.....	1040
H. R. Wyllie China Co.....	1072
Hunt Glass Works.....	1042
Quaker City Cut Glass Co.....	1043
Geo. F. Bassett & Co., Inc.....	1085

Eleventh Floor

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Bonita Art Glass Co.....	1138-1139
Victor Brisbois, Inc.....	1140
Genesee Cut Glass Corp.....	1141-1142
Camden City Cut Glass Co.....	1143-1144

Wm. Penn Hotel

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The D. E. McNicol Pottery Co.....	409-412
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The Fred C. Reimer Co.....	452
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H. Sherer	459
The Union Brush Co.....	461
Nathan Strauss & Sons.....	462-464
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A. Hauptman, Inc.....	512
I. M. Tuska & Sons, Inc.....	514-516
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Pacific Importing Co.....	517
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A. Bien	555
Beh & Co.....	556
The Little Jones Co.....	557-559
M. Lowenstein	558
The Natl. Art Novelty Co.....	561
The Metal Stamping Corp., Salmanson & Co.....	560
The Phoenix Importing Co.....	562
The Rainaud Lamp Co.....	563-565
The Frank A. Katz Co.....	566-568
Emil Schulingkamp Co.....	567
The Hirsch-Malgood Co.....	569-570-571

Sixth Floor

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The Herbert Glass & Import Co.....	611-615
Chas. H. Hall, Inc.....	614-616
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The Cooperative Potters.....	652
The Mercer Pottery Co.....	656-658
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Lazarus & Rosenfeld.....	660
Taylor, Smith, Taylor.....	662
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John J. Hines.....	666-668-670-671

Hotel Henry

Quality Glass Co., Crystal.....	2
New Cumberland Glass Co.....	11-15
Vail & Young.....	11-15

The ABC of Dinnerware and Fine Pottery

By ALFRED H. HOLBROOK

CHAPTER IV.—CLAY PROCESSES: PREPARING THE CLAY

CLAYS are either quarried from beds near the surface or mined from shafts sunk to clay beds found at a considerable depth. As it comes from the quarry or mine the clay is in the form of irregular lumps of stiff paste or rock-like substance. The lumps must be separated into grains as far as possible, which is done by crushing, or grinding machinery.

Weathering then follows to further promote its disintegration, and elimination of some of its impurities. Periods of frost followed by rain to which the clay is exposed bring about the most satisfactory results. For this influence the clay is spread out in moderately thin layers. The length of the weathering process depends upon the type of clay. Some are so nearly pure, that only a few days of ordinary rain and sunshine will disintegrate them; others require two or three years' exposure to severe winter weather before they are in the proper condition of oxidation of impurities and breaking down of the structure.

Washing usually follows the weathering process. The clay is treated with water in a washing mill until a creamy sludge is produced, thereby, sand and water and other coarser impurities settle on the bottom, while the slurry in which the finer clay particles are in suspension, runs off into another tank, in which the clay settles, and the clear water is then run off. The purified clay sludge then goes through a filter press or a drying equipment, where the water is further removed. China clay requires more careful washing than ball clay. China clay slurry is made to flow very slowly down long channels until the bulk of the mica and sand in it is deposited and the milk white fluid of china clay flows out into settling pits in a comparatively pure condition.

Tempering—for practical use, the clay should run as uniformly plastic as possible. If this were not so, when moulded, the shapes would not remain true to form. Where labor is cheap tempering is often done by hand. The clay is made thoroughly wet and dug over repeatedly with a wooden spade, until the entire heap is a paste of uniform mixture. Under continuous working the paste becomes stiff, is cut into thin slices which are rearranged and



THIS is the fourth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

beaten into a fresh mass until the whole becomes homogeneous. This is known as the wedging process. It is now employed only in coarser mixtures for saggars and rough pots.

Machinery has been substituted for hand labor in this process to such advantage, that it now generally obtains in the more civilized countries. The mill frequently used is known as an Edge-Runner mill, which contains a large and strong revolving pan, in which the slurry of clay is kept in revolution for about half an hour. When the excess of water has run out, the paste is removed from the pan by scrapers. A trough mixer is another form of machinery for tempering clay. It consists of a tank, or trough, through which axles run, on which are set at various angles, blades, which are kept turning by means of a pug-mill, or other form of power, until the content of clay paste

is thoroughly mixed. A certain amount of expertness is required in the attendant of one of these machines to see that the paste is not too soft or too dry for the proper action both when it enters the machine and when it comes out.

Domestic Exports in Earthenware

Department of Commerce reports that domestic exports of earthen and stoneware, from the United States, by countries are as follows:

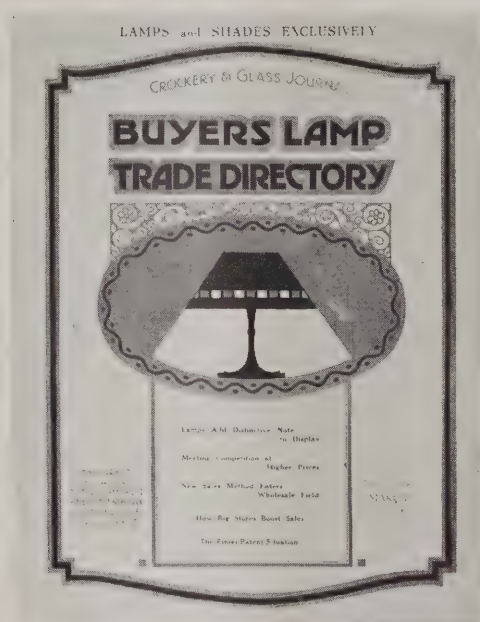
Countries	Table, Toilet or Kitchen Ware		Other Earthen Stone and Crockery Ware	
	Pounds	Dollars	Pounds	Dollars
Germany	—	—	54	10
Greece	—	—	270	40
Netherlands	—	—	28	36
England	50	37	2,119	837
Canada	2,905	688	1,025,546	23,000
British Honduras	—	—	134	41
Costa Rica	210	48	300	36
Guatemala	—	—	468	74
Honduras	2,059	548	705	165
Nicaragua	273	60	1,227	212
Panama	1,786	452	4,806	315
Salvador	—	—	25	15
Mexico	3,436	827	288,915	7,869
Newfoundland & Labrador	116	28	—	—
Bermuda	—	—	1,357	329
Jamaica	200	106	69	20
Trinidad & Tobago	—	—	156	36
Other Brit. West Ind.	120	31	386	61

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CAUGHT IN THE NEWS NET



HERMAN C. KUPPER, INC., New York, are adding a mezzanine to the ground floor of their salesrooms at 39-41 W. 23rd St. This will add approximately 1,200 feet of space and provide adequate facilities for the display of their lines of imported fancy goods which will be displayed here as well as on the main floor.

Charles P. Schuller who on January 1, became associated with John J. Hines, Inc., New York, as traveling representative specializing in the concern's decorated glassware line, is now in Pittsburgh introducing the new decorative treatments for 1925 at the annual glass and pottery exhibit. While the Hines' display will be continued to the end of the show, Mr. Schuller expects to leave the latter part of this week on an extended tour over his territory through the middle west, west and south. Mr. Schuller is one of the trade's best known glassware salesmen, having been with the H. C. Fry Glass Co., for ten years and with other concerns of importance in the business for a number of years.

J. Carl Underwood, for the past two or three years in the manufacturers agency business at 170 Fifth Ave., and previous to that with the Taiyo Trading Co., for several years as city salesman, has sold out his business, as previously reported in the *Crockery and Glass Journal*, and has accepted a position as a member of the sales staff of A. J. Fondeville & Co. Mr. Underwood will cover territory west of Denver as far as the coast for the firm. He will make his headquarters in Denver, and left New York with his family last Thursday to establish his home in that city.

M. J. George who represents the Sebring Pottery Co., Sebring, O., in New York leaves on a trip to the factory on the 9th. He will stop in Pittsburgh on his way back. Mrs. George who was recently very ill is back in the office again assisting her husband.

Eugene Fondeville, head of A. J. Fondeville & Co., left New York on Sunday to spend a week at the Pittsburgh exhibit to assist Edw. Riewald who has charge of the concern's display.

Wm. G. Ryan, with Webster, Smith, Halifax, arrived in New York on the seventh for a week's stay.

S. Maas, head of Nathan Straus & Sons, Inc., the buying establishment in Limoges, is now in this country with his new samples. He arrived on the *S. S. Paris*, January 4th.

William G. Mueller, Inc., New York has leased the entire sixth floor of the building in which he is located at 49-51 W. 23rd St. This will give him storage space which is badly needed and permit him to utilize the entire fifth floor for office and display space giving him more adequate facilities for the showing of the lines of imported dinnerware and fancy lines which he carries.

Ernest Bersback, of Minneapolis, Minn., who holds the record for being one of the oldest manufacturers agents in the china and glassware field, not in years perhaps, but from a point of time he has been in the business, arrived in New York on New Years day for one of his infrequent visits. Mr. Bersback is here to see old friends in the business and to keep his eye open for any new lines that he thinks might be interesting. He is accompanied on his trip by A. C. Swenson, who will travel for him this year. On their way home they expect to drop off at Pittsburgh to pay the Glass & Pottery Exhibit a visit.

A. G. Hallgren has just recently become associated with William G. Mueller, Inc., New York, as manager of the new hotel department which this concern has established. Mr. Hallgren was for many years with Burley & Co., Chicago, as Mr. Mueller's assistant and later on for several years with Albert Pick & Co., Chicago. For the past three years he has been in Chicago for the Iroquois China Co. and others. This hotel department which is an innovation for Mr. Mueller, is now ready for the buyers.

Taylor, Smith & Taylor Appoint Browning Representative

F. M. Browning, best known in the trade through his connection with the Gordon Glass Co., has been appointed representative for the Metropolitan District for the dinnerware line of The Taylor, Smith & Taylor Co., East Liverpool, Ohio.

This does not mean that "Billy" Lynch, vice-president as well as traveling salesman for the firm will discontinue his periodic visits to New York and vicin-

ity; he will continue to call on the trade there in association with Mr. Browning.

Mr. Browning who is a brother of Walter Browning, buyer for R. H. Macy & Co., will have in addition to the Taylor, Smith & Taylor line the line of the Crystal Cut Glass Co., Newark, N. J.

It is his intention to probably open a salesroom in New York in the not far distant future.

Membership Contest Ended

With the last meeting of the year of the Board of Management of the Pottery, Glass and Brass Salesmen's Association on December 30, 1924, the drive for new members in the association came to an end. At this meeting twenty-nine new members were elected, bringing the total for the year up to ninety-four.

Much effort has been put forth during the year to bring the total of new members up to a still greater number. President Hammond's offer of a handsome Howard gold watch as a prize to the member bringing in the largest quota of new members during the year, stirred considerable enthusiasm which, however, did not seem to keep active until the last few weeks of the contest, when a last lap spurt on the part of several members, brought the list up to a fair showing. Howard Handy won the contest with Charles H. Taylor and Calvin Demarest, of the CROCKERY AND GLASS JOURNAL, running second and third. The final line-up is as follows:

Howard R. Handy.....	18	Edward W. Hammond..	1
Charles H. Taylor.....	11	A. W. Mackensie.....	1
F. Calvin Demarest....	9	Kotaro Ouchi.....	1
Charles A. Postley.....	8	J. H. Oberlander.....	1
J. William Mackey....	6	Charles M. Potter.....	1
William J. McQuilland..	4	Simon Roth.....	1
Robert E. Lee Wells...	3	Harold K. Satow.....	1
Will A. Rhodes.....	2	Thomas Smallwood....	1
Harry L. Bunker.....	2	F. D. Van Arsdale....	1
L. S. Owen.....	2	Lee C. Moses.....	1
Clarence W. Young....	2	Ernest H. Wade.....	1
Robert A. May.....	2	W. N. Lee.....	1
Herman Kashins.....	2	Oliver S. Allerholt....	1
William Q. Wilcox....	2	Kennard L. Wedgwood..	1
Moey K. Lindner.....	1½	E. M. Mader.....	1
Harry P. Muirheid....	1½		
Russell B. Cressman...	1		
William F. Ellison....	1		94

Those elected at the meeting included Fred Gitter, Fred C. Grant, George W. Roberts and Edward C. Roberts, with the S. A. Weller Co., Zanesville, Ohio; Harry M. Leyland, John R. Leyland and Henry J. Greenshot, of Percy N. Leyland, Inc., New York; John J. Hines, Jr., and Arthur F. Lindenwell, of John J. Hines, Inc., New York; D. Knight Mirrieles and Charles F. Patten, Edward B. Dickinson, Inc., New York; Leon Fromkess and Ralph Brandon, with William G. Bueller, Inc., New York; M. A. House and W. G. Burkhard, with the Lotus Cut Glass Co., Barnesville, Ohio; Ernest Kehrt, assistant superintendent, Geo. Borgfeldt & Co., New York; Myric W. Bryce, with Bryce Bros. Co., New York; Charles Ratnoff, president Ratnoff Trading Co., Brooklyn, N. Y.; John P. Brill, with Fansterer & Co., Inc., New York; Alexandre Despres, Sr., with Albert Pick & Co., Chicago; Phillip Simpkins, of Simpkins Variety Store, South Ozone Park, Long Island, N. Y.; Floyd F. Hull, with

American Clay Products Co., Zanesville, Ohio; Oliver C. Graham, with Cambridge Glass Co., New York; Moe Goldburg, with Herbert & Neuwirth Co., New York; Michael George, with Sebring Pottery Co., New York; James H. Smythe, Jr., with CROCKERY AND GLASS JOURNAL, Chicago, and Paul R. Laut, with *The Pottery, Glass and Brass Salesman*, New York. Also, Irving B. Cary, manager Steuben Glass Division, Corning Glass Co., New York, and Ira M. Clarke, general manager, New Martinsville Glass Manufacturing Co., New Martinsville, W. Va.—associate members.

Following the election of members, President Hammond thanked the members of the board for their co-operation during his two years as president, and pledged to his successor his hearty support during the régime of the latter.

The matter of the annual banquet then came up for discussion and tentative plans were outlined. The banquet will be held Lincoln's Birthday night, February 12th, in the North Ballroom of the Hotel Astor. Tickets will, as usual, be \$6 each. They may be had from any member of the banquet committee or the secretary of the Association. The following committee has the banquet in charge: John J. Hines, chairman; Edward W. Hammond, Arthur G. Stier, William S. Pitcairn, Howard R. Handy, Sam Neuwirth, Charles H. Phillips, Jr., J. Meredith Miller, D. King Irwin, George J. McCartin, Fred C. Brey, David Pasmantier, Edmondson Warrin, William H. Schreiber, Alfred B. Gunthel, William J. Kennedy, Thomas G. Jones, Thomas Smallwood, Charles Herman and Justin Tharaud.

Obituary

DAVID C. SIMMERS

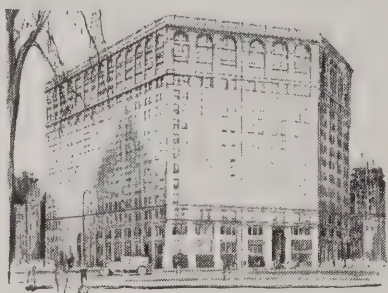
David C. Simmers, aged 55 years, a brother of F. I. Simmers, of the Hall China Co., died at his home in East Liverpool, Jan. 3, of pneumonia, which he contracted five days previous to his death. Mr. Simmers was for many years with the Milligan Hardware Co., in East Liverpool, but in more recent years was in charge of and buyer of china, glass, pictures and toys for the D. M. Ogilvie Co., of East Liverpool.

WM. MUSHET

William Mushet, former health inspector for the National Brotherhood of Operative Potters, who resigned to go with the Crane Pottery Co., Trenton, N. J., died in St. Francis Hospital at Trenton, New Year's Day, aged 70 years. He was known to every generalware manufacturer in the United States, and was esteemed by them all.

WM. BOOTH STANTON

William Booth Stanton, in charge of the china and glass department of the Stewart & Co. department store, Baltimore, Md., died at his home in Baltimore, Jan. 2, after a brief illness of pneumonia. He was in the best of health Christmas Day, enjoying the season with his family. He became ill the day following. Mr. Stanton was well known throughout the trade as a buyer and very popular among salesmen who visited his department.



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Exports of China Porcelain

According to reports of the Department of Commerce domestic exports of china and porcelain ware, from the United States, by countries are:

Countries	Table, Toilet or Kitchen Ware		Other China and Porcelain	
	Pounds	Dollars	Pounds	Dollars
France	44	45	5,300	554
Italy	—	—	155	40
Norway	—	—	1,250	225
England	133	120	70	170
Canada	13,001	3,273	10,938	5,196
Costa Rica	—	—	160	29
Guatemala	—	—	5	11
Honduras	676	199	—	—
Panama	434	57	54	13
Salvador	—	—	320	32
Mexico	6,397	2,197	1,300	272
Newfoundland & Labrador	115	42	78	71
Bermuda	209	114	351	180
Jamaica	1,265	129	29	10
Other Brit. West Ind....	65	12	40	16
Cuba	9,126	3,210	741	619
Dominican Republic	25	36	788	196
Dutch West Indies.....	—	—	210	22
Haiti	194	25	—	—
Argentina	924	498	—	—
Brazil	—	—	39	25
Columbia	669	165	313	122
Peru	3	3	—	—
Uruguay	—	—	288	63
Venezuela	225	141	—	—
British India	25	15	—	—
Straits Settlements	59	32	—	—
China	748	614	163	167
Hongkong	85	64	—	—
Japan	335	70	—	—
Philippine Islands	270	95	190	31
Australia	808	666	400	56
French Oceania	278	57	—	—



WHAT THE POTTERIES ARE DOING



GENERALWARE manufacturers in the East Liverpool district are beginning to experience the inflow of new business for 1925. Not such a large number of buyers were in the market this week, the crowds of course not being due until next Monday. However, the advance guard of buyers that has already visited the market gives evidence that buying will be brisk all month, when the volume specified is taken into consideration. It is also reliably reported that mail orders have been holding up exceptionally well, and that no small amount of new business has been placed on file from this source. No salesmen from this district are on the road, it being the intent of the salesmen to remain at the factories during the entire month. Sample rooms attached to all pottery offices have been renovated and samples rearranged, so that the stage is all set for the reception of buyers. All new patterns for 1925 are being displayed, and these are augmented with the best sellers of the old season.

Information has been received in this district that the Franklin Pottery Co., Lansdale, Pa., is making plans for the enlargement of its factory, and that an outlay of about \$100,000 will be put into extensions and betterments. The improvement program will take perhaps three months to complete.

Pottery manufacturers of this district, and the glass manufacturers of the Wheeling district are planning to make heavy shipments to New Orleans and other southern points on the Mississippi river when City of Cincinnati and the Queen City, two of the largest passenger boats plying the Ohio and Mississippi rivers will leave Pittsburgh, Feb. 13, for New Orleans. These boats will carry northern passengers to the Mardi Gras at New Orleans. In past years thousands of barrels of glassware and casks of dinnerware have been shipped to New Orleans on the boats making this annual journey into the southland.

Following the holiday suspension in the generalware plants in this and the Sebring, O., districts, all generalware plants are again on the active list. Inventories have been completed, and in several instances some shops are now on heavier production schedules than they were during December. It seems certain that all plants in this section of northeastern Ohio will show heavier production records during the first quarter of the new year than any of the quarters during 1924.

The Edwin M. Knowles China Co. will continue to feature their three popular shapes during 1925, and improved by the introduction of many new border patterns. Their ever popular "Mayflower" shape is to be had this season in new treatments as well as their "Hampton" shape.

Their "Monterey" shape is to be had in plain white. The large sample room at the Newell plant of this factory has been artistically arranged for the season, and all new patterns on their two shapes are being prominently featured.

"Every buyer who has viewed our new "Coronado" shape has placed an open stock order for it," declared John B. McDonald, sales manager for the Knowles, Taylor & Knowles Co. This is the only new shape shown in this district this season, and it is being featured on over 50 new exclusive treatments. The shape in addition to being shown at the main offices of the company, is also being featured by James P. Gordon, who is showing the K. T. & K. line at the William Penn Hotel, Pittsburgh, Pa., who is maintaining his exhibit in room 603. This is the first time that the K. T. & K. line has been shown in Pittsburgh during the annual Glass and Pottery Exposition season.

Old buyers who have been accustomed to visit the East Liverpool district for 25 years or more back perhaps recall the time when a few horse drawn vehicles awaited their arrival to take them to the various plants. Time has changed, however, and today a flock of taxis are parked against the curb at the Cleveland & Pittsburgh railroad station. Time was also, when the buyers were met at the trains by salesmen and a hike to the different plants followed, there being no quick transportation facilities. But that has all changed, so that today a buyer can walk into a sample room of any plant in the district within 15 minutes after his arrival, either in East Liverpool, Newell or Chester.

William Tickell, eastern salesman for the Edwin M. Knowles China Co., will be at the William Penn during the exhibit season, this for the purpose of meeting buyers and arranging detail with regard to visiting the sample room at the Newell plant.

It took "Billy" Lynch, of the Taylor, Smith & Taylor Co., to put over another stunt this week, and he is being given credit for another brilliant idea. In all exhibit rooms at the Ft. Pitt and the William Penn Hotels, also in all local sample rooms there is a cardboard streamer bearing the words in four-inch black letters—"Keep Home Fires Burning." Mr. Lynch put these streamers out at his own personal expense, and last Monday he visited every exhibit room in the two Pittsburgh hotels placing the streamers. Salesmen in charge of the exhibits were glad to get them, and as one expressed himself said: "There's a lot back of that."

(Continued on page 31)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



DURING the last few weeks the flint glass manufacturers have been giving their undivided attention to the annual glass and pottery exposition, and now that the real event is an "open for business" all sales managers hold the view that the season will be an active one. Everything about the two local hotels where the exhibits have been arranged was hustle and bustle last Saturday and Sunday, so many of the exhibits were quite complete when the show opened Monday. However, some of the smaller lines only arrived at the William Penn and Ft. Pitt Monday, and it did not take more than a day to get these displays in order. Tuesday, however, the salesmen were "set." The larger displays, such as the Westmoreland Glass Co., and the Bryce Bros. exhibits were complete when the 1925 event opened Monday, several days having been required to get these lines in order because of their extensiveness. Taking everything into consideration, the show this year is not only worth while from a merchandising standpoint, but it possesses an educational value that no buyer, no matter how small a stock of pottery and glass he carries, can afford to pass up.

The plant of the Liberty Glass Co., at Sapulpa, Okla., will be placed on a full production schedule within a short time manufacturing containers. New equipment is being installed and the force of factory employees will be increased.

In order that the production of the Niles (O.) plant of the General Electric Co. can be increased, additional equipment has been installed, and it is now proposed to manufacture electric bulbs of unusual large size. It has been pointed out that the demand for electric bulbs has been steadily increasing, and that this demand will grow because many power companies are extending their service into places heretofore not supplied with electric current. This in turn means an increased demand for lighting goods of all kinds.

As a result of the bursting of a 90-ton tank in the plant of the Weston Glass Co., at Weston, W. Va., operations have been suspended until repairs could be made. This factory has been quite active in the production of jellies and other items in the tumbler line.

A revision of the rates on glassware to points in Texas, Oklahoma and Arkansas have been proposed, some changes being upward and others downward. The proposed changes in these tariffs will be discussed by the Interstate

Commerce Commission within a few weeks, and will effect interstate shipments.

Information has been received in this market of the incorporation at St. Louis, Mo., of the Davis Art Glass Co. The new concern is headed by Mills T. Oliver.

The plant of the Hawley Glass Co., at Hawley, Pa., which has been idle for a considerable period is again to be placed in operation. Repairs to the furnace and other parts of the plant have been finished, and within a few weeks operations will be resumed, the production being confined to a general line of containers.

Following a brief suspension in the production end, the plant of the Central Glass Works at Wheeling, W. Va., is again on the active life. The idle period was only for a part of the holiday season, and is a customary vacation period at this plant at that time.

Local glass salesmen traveling the western territory have been informed during the last few days that H. H. Sprague is again back with the Harris-Emery Co., of Des Moines, Iowa, as merchandise manager, effective as of Jan. 1. His former connection with this organization extended over a period of seven years.

To Make Iridescent Glassware

A new departure has been made by the Vineland Flint Glass Works, Vineland, N. J., in starting to manufacture a high grade line of iridescent glassware. This department is to be under the supervision of Martin Bach, formerly of the Quezal Art Glass & Decorating Co., Brooklyn, N. Y. The new ware is to be known as Durant Art Glass after Victor Durant, owner of the Vineland concern. The New York representation will be in the hands of The Charles J. Dela Croix Co., 19 Madison Ave.

Recent Incorporations

Altoona Glass Products Corp., capital stock \$1,300,000. Those interested are Geo. A. Mason, John S. Deale and Geo. F. Brandenburg, Baltimore, Md.

Simons-Woolf Co., 2058 W. Harrison St., Chicago, Ill. Capital \$15,000. To manufacture and deal in lamp shades, stands, furniture and articles of wood and metal. Incorporators, Sarah and Nathan Woolf and Charles W. Simons.

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Westmoreland Co.'s Innovations

NEW lines of glassware, innovations of the Westmoreland Specialty Co., Grapeville, Pa., are to be seen at the showrooms of Horace C. Gray Co., Fifth Avenue Bldg., New York. One line of especial interest is impressive in its effect, being a satin black, rich and soft in finish with decorations hand painted in delicate floral designs, in blues, pink, yellow, green and white. White edge and tracings add to the beauty of this new creation. There are cigarette boxes, candlesticks, bowls—flared, cup and rose bowls, oval jewel boxes, bon-bons, and ten inch vases included in this line. Another very charming line includes, footed candy boxes, plates and trays, flat bon-bons and bowls all in octagonal shape in a delicate shade of green. These are all interesting because of their original shape and exquisite coloring. Then, too, there is another new decoration in crystal having a diamond cut design border with gold edges. Gold or silver traced decorations with tiny black borders adorn some of the bowls and candlesticks which this concern are showing. Original shapes in sugar and creams, sherbets, bouillon cups and saucers, and cake and sandwich trays, invite inspection. Another interesting design is a combination of crystal with silver and black border with bands in black and white, blue and white, yellow and black and red and black. Altogether the array of new glassware to be seen in the season's new samples, is most satisfying.

New Pottery From S. A. Weller Co.

The "Old Oaken Bucket" famed in song and story is revived again in the pottery reproductions of the S. A. Weller Co., which arrived recently at the showrooms of that company's New York representative, C. H. Taylor, 200 Fifth Avenue. These new pottery pieces are done in soft tones which suggest the wood and moss of the old bucket or tub, bound by its iron bands, and are decorated with truly lovely clusters of roses in raised effect. These buckets come in almost every desired size from tiny ones suitable for small table ferns or short cut flowers to those of a size suitable to contain a very large plant for lawn or veranda. They are most unique and especially adapted to their purpose. With the same shipment arrived a line of moderately priced vases in shaded effect with attractive free hand decorations with a matte glaze. They come in large and small vases, beautiful for lamp bases and flower bowls. The decorations are varied including sprays of cherry blossom, wild roses, wisteria, daisy, etc., in soft shadings of blue-pink, green-pink, blue-yellow and many other

blendings. Another innovation of this concern is the Besline of orange lustre pottery of a totally different character from either of those described before. These are finely etched in line decoration, showing sprays of blossoms, berries and leaves which drape themselves gracefully, lending themselves extremely well to the shape of the various vases. These, too, the larger sizes, make very lovely lamp bases. There are also two sizes of small handled baskets, three sizes of bowls, one comport and candlesticks besides several sizes of vases, an assortment of twenty-five or six pieces. The buyer seeking novel and artistic workmanship and character in fancy pottery will find an inspection of these new numbers worth his while.

Colorful Glassware for Table Use

Paul Joseph, 200 Fifth Avenue, New York, is displaying some new glassware of The Duncan & Miller Glass Co., Washington, Pa. These include a complete line of table ware, five sizes of plates, grape fruit and oyster plates, finger bowl and plate, high and low footed comports, footed tumblers, candlesticks, sugars and creams, etc., all in a new ocean green and crystal. The color commends them to the fastidious housewife who likes a dainty yet colorful table. In addition to these there are a new goblet, in green and crystal with colonial flutings and reproduction of an old time stem, and plates, octagonal shape in green. This concern is also introducing a new quart hotel pitcher.

Imported Glassware

E. Torlotting, 35-37 W. 23rd Street, New York, always is having some new and attractive samples of glassware arriving from the other side. His newest importations include the cased glass perfume bottles with long drip stoppers, these are in blue, red, and green, clear brilliant cuttings which give a rich effect and are sure to please Milady who loves the unique and yet lovely for her dresser. These are stock numbers. Four new designs in complete lines of table glassware have just arrived also. These combine gold and frosting in their border treatments. One shows gold ovals with frosted rose medallion in the center against a frosted ground. Another has a straight band of frosting with lacy edge against which a leaf pattern in gold stands out boldly. The same border decorates the foot. There is another lovely pattern, a conventional treatment in gold against a frosted band. The same is also worked out in full gold. These numbers which are for import only are in a class by themselves and worthy of inspection.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE lamp department at R. H. White's went 29 per cent over its 1923 figures during the year of 1924. Figures for all Boston stores during the period from August to October were not so good, the lamp departments going ahead only 1.3 per cent, whereas a 5 per cent increase would have been normal.

George H. Wood at R. H. Stearns' says that Christmas business ran steady through December with figures possibly 20 per cent over last year. The demand, as well as the supply, in his department, is for the fine goods, many being imported and individual gift pieces. A big business was done in candles, running into the thousands of dollars. The solid color candles of the Colonial Candle Co. were particularly in demand, but Syracuse, N. Y., and Standard Oil makes were also popular. A small holly twig of cast iron, to hold window candles, was an attractive novelty.

Charles V. Daiger Co. are to have an exhibit at the Grand Rapids Furniture Market through January, in the Pantlind Building, and Room 312 Hotel McAlpin, New York City, practically the entire month of February. Two new men have joined the sales force, which will show the concern's select lamps in hotels in all the big cities. The company makes its metal bases and wall brackets of wrought iron and wrought bronze at East Aurora, N. Y. Some of the craftsmen are Roycrofters, and all are of the highest type. The silk and georgette shades are made in rooms adjacent to the office on Essex St., Boston, and the parchment shades in Dorchester, Mass.

Andrew G. Pierce, Jr., who succeeds William M. Wood as president and chairman of the executive committee of the American Woolen Co., is also president of the Pairpoint Corporation, makers of silver and glass, New Bedford. He is treasurer of the Pierce Manufacturing Co., and a director of the First National Bank of Boston and the First National Bank of New Bedford.

E. F. Malone will be in Pittsburgh the week of Jan. 11, staying at the Shenley Hotel. He reports sales greater than he expected during the holiday season at George E. Homer's. His sales-room, one flight down on a busy street, attractively and judiciously stocked with glass and china specialties, has one of the best rates of turnover in the city.

Vincent Stuart is now on the road for Mitchell Woodbury Co., showing their new dinnerware patterns em-

bossed ivory dinnerware and new prints in Connecticut, Rhode Island and the principal cities in Massachusetts. John Mahoney has been assigned to New Hampshire, Vermont and upper New York State. The other districts are being visited as usual.

J. R. Libby Co.'s department store, Portland, Me., has engaged Harry C. Trask as buyer of china, glass and kitchen furnishings. Mr. Trask comes to them from T. F. Foss & Sons of the same city.

As specials for dollar sales, the Fenton Art Glass Co. has brought out the 'Victoria' stripe, in green and white. The shapes are sugars, creams, beverage sets, vases and bowls. Samples are to be seen at H. P. & H. F. Hunt Co.'s rooms.

New Massachusetts incorporations include: Hampden Manufacturing Co., Westfield; household articles, capital, \$50,000; incorporators, Isidore J. Poulin, George S. Poulin and Arthur D. Marcoullier, all of Westfield.

Vincent Daiger, of the only firm in Boston manufacturing high-grade lamps complete, has been ill at his home in Newton since Christmas. It will be three or four months before he can return to his duties.

Charles M. Raymond has recovered from the effects of a fall several months ago and is again on the road in Southern New England for A. E. Haskell.

J. S. Martin, P. D. Messenger, and Joseph O'Connor, assistant buyer of china, all with Jordan March Co., leave Sunday for Pittsburgh.

The Wesley Manufacturing Co., Wesley, Me., has been organized to turn out dolls, toys and novelties. Harvey Haywood is president.

The building occupied by Pettingell-Andrews Co. in Boston, has again changed hands within a month, the new buyers being Harry L. Rice, Fred B. Rice and Moorfield Storey, trustees under the will of William B. Rice.

Houghton & Dutton Co. has a new electrical household appliance department.

In the Household Utility Aisle

Some Practical Aids for Easier and Better House-keeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By BEATRICE MILLER WISNER

"Servadish" A Real Labor Saver

"HASTE makes waste," and how often the mistress of the home has to slight her culinary duties when called unexpectedly away or at times when meals must be served with speed. Dishwashing must be neglected and unclean dishes with germs of stale food must of necessity remain standing often for long periods. A new product manufactured by the Servadish Co., Inc., of New York, 165 Broadway, has eliminated the dishwashing problem, as well as allowed the busy housewife many hours of relief, from putting away over-stacked dishes which in haste have accumulated on

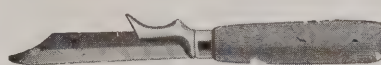


tables, sinks, etc. This new dish saver is styled "Servadish" and is a sanitary, specially prepared dainty white glazed paper, endorsed by leading physicians and health authorities. It will resist grease, meat and fruit juices and the cutting edge of the knife. For the sick room, home or for camping, the "Servadish" is a "Servant in the House," helping to assist the weary home folk from the toil of dishwashing, and protecting them from the scattered germs that are bound to arise from stale or unwholesome table left-overs. When the meal is over, and the "Servadish" has served its full duty, the ash can may be called into commission for depositing the used "Servadish." The "Servadish" can be had in sanitary packages of ten, neatly wrapped. A second "Servadish" may be used as a supporting tray or a tin or aluminum tray which is made exactly to fit the "Servadish" may be used when heavy foods are served. These wholesome looking and practical paper food receptacles are popular home necessities, saving many a tired step and useless drudgery over steaming dishwater, and bringing to the home a clean, attractive serving tray on which meat, vegetables, etc., may be daintily served with ease and the assurance of no disagreeable after effects resulting from

germs arising from unwashed dishes. For the camp the "Servadish" has proven itself an indispensable utility, as it can be burned or thrown away at once after using, thus keeping the small camp equipment from being littered up unnecessarily. The cut herewith shows the "Servadish" in all its glory, as a home utility, for everyday use, its practical features and adaptability to the needs in every community where home tidiness, sanitation and attractive table service is the first thought.

A Novel, Practical Knife Handle

Every housewife will rejoice at the new departure from the old style of paring knife. The E-Z Grip kitchen knives manufactured by the F. J. Shively Co., Canton, Ohio, pictured herewith, is a clever device in knife-handle construction. This invention is a small saddle of polished aluminum designed and shaped to fit into the crease of the forefinger thus preventing fingers from slipping and enabling the user to have a firmer grip on the handle. The shape accommodates nicely the closed hand. This splendid feature of the E-Z allows



housewives to do paring or cutting of fruits or vegetables for

preserving or at other long periods without the slightest discomfort of tiring or blistering the fingers and prevents callouses on the hands. The E-Z Grip knives are furnished with several different styles of handles. The wooden ones are supplied with two different finishes, a red mahogany fiber finish and a dull black rubber finish. The wood is selected hardwood, thoroughly seasoned. These finishes are durable and will not fade, crack or wear off and are sanitary and easily cleaned. Knives with the high carbon or stainless steel blades are furnished with wooden handles. An E-Z Grip knife with aluminum handle and stainless steel blade can also be furnished. The finger protector is cast integral part of the handle. The handle with its dull satin finish and bright highly polished stainless steel blade gives a pronounced attractiveness to the whole knife. The blades of the E-Z Grip knives are of highest quality knife steel, scientifically hardened, tempered and tested, and ground to a sharp double beveled cutting edge, which insures a sharp edge for a long period of service. A very practical feature for removing potato eyes, apple cores, etc., is the specially designed point of the blade, enabling this kind of work to be accomplished with ease and dispatch. The stainless knives are eagerly sought by the thrifty mistress of the home, because they remain clean and free from stains, eliminating the necessity of daily care and attention. Sturdiness, efficiency and appearance, a three-in-one value has recommended the E. Z. Grip knives to all users.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

JANUARY clearance sales were launched in practically all of the large department stores of Chicago this week. These sales events are planned to clean out the left over 1924 stocks and to make way for new merchandise which the buyers are to purchase during January and February. Most unusual values are included in dinner sets and in glassware. Broken line stocks are offered in many cases below cost in the basement departments of the big stores, where they have been sent for disposal from the regular departments up stairs. There is no heavy surplus, however, of stocks in any of the china and glass departments. The Holiday trade was good, although not larger than for the previous season.

A special Chicago exhibit of eastern manufacturers and importers has been arranged to be held at the Morrison

Hotel, from Feb. 2nd to 14th inclusive. The entire eighth floor of this hotel has been taken by the eastern group, all of whom have been accustomed to showing their lines at the annual February shows of the Chicago association. The association show will be held in the local exhibit rooms this coming February and the eastern group has arranged their dates to correspond to the dates fixed by the local association for their exhibit. The Easterners are welcome in Chicago with their exhibit, for this will make a visit by buyers more interesting and will undoubtedly increase the attendance at the local show room exhibit in Chicago, Feb. 2 to 14th.

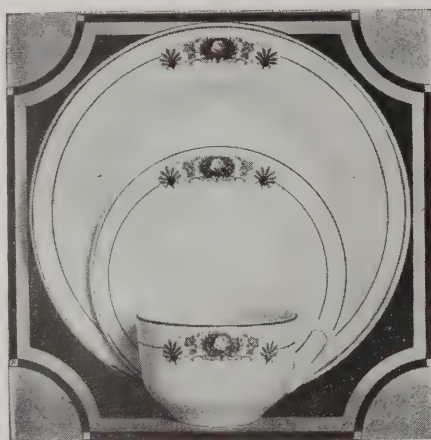
Commencing the first of January, the Lancaster Glass Co.'s line of crystal and colored glassware is represented in Chicago by Walter G. Minnemeyer, at 180 N. Wabash Ave. This line was formerly sold in Chicago by Frank B. Tinker and his staff, operating from the Shops building, but as a result of the consolidation of the Hocking Glass Co. and the Lancaster Glass Co., the sale of the Lancaster line has now gone into the hands of the Hocking Glass Co. forces, which have been represented in Chicago for several years past by Walter G. Minnemeyer. Complete sample lines will be on display in Mr. Minnemeyer's show rooms, Le Moyne Bldg., 180 N. Wabash Ave.

The Semi-Annual Furniture Market opened in Chicago on Monday of this week at the American Furniture Mart Building, 666 Lake Shore Drive. In addition to furniture lines, there are many displays of lamps, dinnerware, glassware and art goods included in this great market event—over seven hundred and fifty displays in all. The new furniture mart is just six months old and, regardless of the fact that it is the largest building in the world, it has been found necessary to build an addition to care for more exhibitors. During the last event more than seven thousand buyers attended this market, and it is fully expected that more than eight thousand will visit the building during this January.

The Pollyanna Co. and the Chicago Gift Market, manufacturers of dolls and toys and wholesalers in art goods have opened a new department to their business

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street

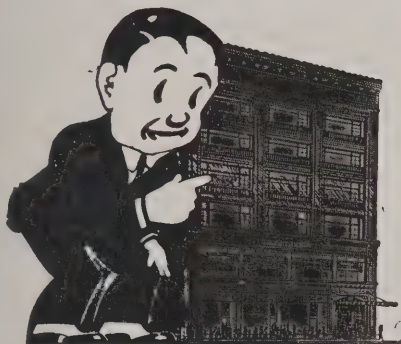
CHICAGO

Phone Triangle 1000

CHICAGO MARKET EVENT~Feb. 2 to 14
Glass, Pottery, Lamps and House Furnishings

CHICAGO

READY TO SERVE
BUYERS OF
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.
Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; Rockford Peerless Furn. Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Ash Cabinet Co.; Canonsburg Pottery Co.

We will have available on January 1, about 4,000 square feet desirable space suitable for china, glass and house-furnishings. Will divide if necessary. Apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

Potters Co-operative Co., Room 621

Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

TO LET

Why not Move In?
Rent at Pre-War Level
Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent. Harry G. Dalzell
Phone Central 3497

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
Haven Company

EARL W. NEWTON AND ASSOCIATES

GLASSWARE
DINNERWARE
HOUSEFURNISHINGS

9 North Wabash Ave. Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room
136 West Lake Street

WALTER B. ANDREWS

30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing

MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative

666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.

CHICAGO MARKET EVENT~Feb. 2 to 14

Glass, Pottery, Lamps and House Furnishings

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

SALES MEN calling on department stores and jobbers throughout the country. Line of glass spoons, sippers, etc. Special sellers, liberal commission, easy carrying samples. Write enclosing territory covered. Glass Makers Guild, 67 Fulton Street, New York City.

SALES MEN to represent us in Chicago and middle west on line of high grade colored and crystal both plain and decorated on commission basis. All replies to be treated confidentially. Box 456, care CROCKERY AND GLASS JOURNAL.

SITUATION WANTED

SITUATION WANTED—Young married man, 32 years of age, 15 years' experience in China and Glassware line, at present employed and holding responsible position with large wholesale house seeks position where efforts are appreciated. Box 457, care CROCKERY AND GLASS JOURNAL.

POSITION wanted as buyer of china, pottery or gift merchandise by young woman of exceptional ability. Thoroughly experienced in buying and selling. Address Box 452, care CROCKERY AND GLASS JOURNAL.

The Ideal Location for a Pottery or Clay Products Plant is Fairmont, West Virginia

Cheapest electric power, 1.6c to .5c per KWH. Vast undeveloped clay deposits. Free factory sites, good banks. B. & O., Penna and New York Central Railroads. Fine community of 32,000. Best steam coal \$1.70 per ton delivered. Low tax rates for Industries and large labor market. Your distribution costs will be lower in Fairmont. Potteries in adjacent cities with less favorable conditions operating successfully. Assistance rendered New Industries. Write: Fairmont Chamber of Commerce, Fairmont, West Virginia.

Assistance Rendered New Industries

Write:

FAIRMONT CHAMBER OF COMMERCE
FAIRMONT, WEST VIRGINIA

Lines Wanted For New England

Live salesman, well known in the trade is about to open a showroom in Boston for the representation of glass, china and lamp factories.

He has a wealth of experience, wide acquaintance, in fact all the necessary qualifications combined with substantial backing.

Address Box 500A
care of
Crockery and Glass Journal

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

The Chicago Market

(Continued from page 28)

where glassware is being decorated. Unusual values in decorated glass dresses and table pieces are being offered to the trade by this company this year. Display is maintained at 58 E. Washington St.

The firm of Dooner & Logan has been formed in Chicago to conduct a manufacturers representative business. Mr. Dooner and Mr. Logan have been connected with the glass, pottery and art goods lines for some time past having formerly been selling for W. C. Owen, Inc., 17 N. Wabash Ave. Offices and displays of the new company will be maintained at 39 W. Adams St. in the Dexter Building. Among the lines that will be represented in Chicago by Dooner & Logan are the Columbia Wax Works, makers of a variety of plain and decorated candles, the Western China Works, of Aurora, Ill., making lustre ware, the Unique Lamp & Casting Co., makers of metal lamps and the Art Products & Manufacturing Co., manufacturers of lamp shades. Other lines of glassware and art goods will be added in the near future.

Jack Kennedy, traveling representative for the Roseville Pottery Co. was in Chicago last week.

Many of the local factors in the glass and pottery trades will migrate to Pittsburgh this week. W. T. Darden of the Albright China Co., left on January 3rd, Elmer Saunders of the D. Saunders Co. left early this week and several of the Chicago salesmen as well as buyers were scheduled to leave before the 8th.

The Aluminum Goods Manufacturing Co. of Manitowoc, Wis., gave a generous Christmas bonus to its employees at the end of 1924. The company distributed checks totaling \$30,000, every employee being remembered.

Harry J. Jacobsen has sold the two story building at 3121 Lincoln Ave. occupied by the Jacobsen Furniture Co. for \$130,000 and has leased back the property for ten years. The furniture store will continue to occupy the building.

Construction of a 16-story addition to the west of the Furniture Mart Building will start early in 1925. The addition was made necessary by reason of the demand for

B. F. DRAKENFELD & CO. INC.

50 Murray Street New York, N. Y.

Sole Sales Agents to the Glass Industry for

American Smelting & Refining Co's

DENSE WHITE ARSENIC

Over 99% Pure

"AMERICA'S LEADING CERAMIC MATERIAL HOUSE"

LIQUID MATT BURNISH

WHITE GOLD

"WILL NOT TARNISH"

*USE IN PLACE OF SILVER & PLATINUM DECORATIONS
ON GLASS OR CHINA*

THE ROESSLER & HASSLACHER CHEMICAL CO., NEW YORK

CHICAGO
KANSAS CITY

PHILADELPHIA
BOSTON
SAN FRANCISCO

CLEVELAND
PITTSBURGH
BALTIMORE

TRENTON
NEW ORLEANS

space in the Mart, all of which has already been leased for ten years. The original building cost \$8,000,000 and the addition will be erected at a cost of \$2,000,000.

What the Potteries Are Doing

(Continued from page 23)

Ernest Bersback, Minneapolis, Minn., one of the most widely known pottery salesmen in the Northwest territory, spent several days in the local district last week. He was accompanied by A. C. Swenson, of his organization.

The controlling interest in the two plants of Potters Co-Operative Co., has been acquired by Patrick McNicol, head of the Standard Pottery Co., the deal becoming effective as of Jan. 1. Several years ago the Potters Co-Operative Co., purchased from Mr. McNicol the No. 2 plant of the Standard, which was the old Burford pottery. This plant adjoins the original property of the Potters Co-Operative Co. The "Dresden" as this pottery is known, has a capacity of 17 kilns. Harry McNicol will continue as president of the Potters Co-Operative Co.

To Celebrate Founding

The founding of the ceramic department of Ohio State

"ZANE WARE"

A MARK OF

DISTINCTIVE POTTERY
FRUIT AND FLOWER BOWLS
CANDLESTICKS, VASES
JARDINIERES, ETC.

in beautiful colored glazes and
FAMOUS MOSS AZTEC FINISH

THE ZANE POTTERY CO.

South Zanesville, Ohio

New York Office, 16 West 23rd St.

University, Columbus, O., 30 years ago will be celebrated the week of Feb. 16, next at which time will also take place the annual meeting of the American Ceramic Society. This ceramic school is the first to have been founded in the United States, and among its former students are now numbers some of the most noted ceramists in the country. The generalware pottery industry, which is affiliated with the American Ceramic Society, will be represented at this meeting by people from both this district and also from the Sebring territory.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.

Importer of Crockery, China and Glassware for immediate delivery.

GUERIN POUYAT ELITE, LTD., 43 West 23rd St.,

Limoges China, Royal Crown Derby, Baccarat (French) Glassware, Aculus (English) Glassware, Alderson & Gyde, English Brass Reproductions.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.

The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt's French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.

Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and House- wares Trades

M. ROSENBAUM & SONS, 18 W. 23rd St.

Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Imported and Domestic China and Glassware. Manufacturers' Representatives. Telephone Watkins 6640. William F. Wagner, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:

Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Porzellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., Fredk. Skelton, Representative, 200 Fifth Ave.

Colored and Iridescent Glassware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building

Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.

Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

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45 EAST 17th STREET NEW YORK

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West Roxbury, Mass.

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and
Pittsburgh*

M. K. ZIMMERMAN
East Liverpool, O.

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AS THE EDITOR SEES IT

NEWS AND ADVERTISING

THE proposed increases in postal rates for periodicals is of material interest to manufacturers and dealers in every industry as they would affect one of the fundamentals of merchandising. This phase is particularly emphasized in the Post Master New's recommendations relative to the advertising sections of newspapers, trade journals, etc., provide for raising the rates on the advertising portions 100 per cent in the first two zones and 66⅔ per cent in the third zone. Smaller increases are made in the fourth, fifth and sixth and none in the seventh and eighth zones. The Postmaster General in his letter to Senator Sterling makes the point that no higher rates are proposed on the reading portions of newspapers. The inference is that there is a fundamental distinction between advertising and news. Mr. New therefore proposes to penalize the distribution of advertisements in newspapers by imposing rates which would go far toward making such publications give up the use of the mails.

MR. NEW remarks on the "numerous considerations" of public policy which have held the proposed increases within these limits. "It has been the traditional policy of the Government," he says, "to give publications the benefit of low rates, recognizing them as distributors of general information." It was not until Postmaster General Burleson inaugurated the zone system of rates in 1917 that the distinction was made between the reading and advertising columns of a newspaper. The distinction was

not valid then, and it is even less so today. For to a greater and greater degree the announcements made in advertisements, particularly those in newspapers, are recognized as having news value and interest.

MODERN advertising is as much of an essential link in the transaction of business today as are the stock and other exchanges. The quotations of prices in the markets are printed as a matter of prime news interest. Newspaper readers have an interest no less in the news which is first announced in the offerings of merchants, manufacturers, book publishers and whoever else uses the advertising columns. Frequently the information which is given in advertisements is so novel or valuable that the news editors are glad to include it. One instance of this sort was the recent announcement of a garage parking service offered to automobile patrons by a New York department store. The New York Times carried a news story on the innovation in the Sunday edition, simultaneously with the advertisement. In fact, editors are sometimes chagrined to find to how great a degree the advertising columns rival the reading matter in public interest.

THE distinction between news and advertising which the Postmaster General is seeking to perpetuate and even to widen does not exist. The modern newspaper is an integral whole, and every part of it serves to spread "general information" among the people.

Income Tax Department

Conducted for CROCKERY AND GLASS JOURNAL

By M. L. SEIDMAN, C.P.A.

Of Seidman & Seidman

THIS is the seventh of a series of articles on how to prepare income tax returns, that will appear regularly in the volumes of the CROCKERY AND GLASS JOURNAL. Mr. Seidman is Chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, addressed to the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published, will not reveal the identity of the inquirer.

In the last article the question of capital gains was discussed and how they affected the tax to be paid. In this article capital losses will be made subject to the same treatment.

It will be recalled from the previous discussion that a capital loss is a loss resulting from the sale of an asset held for more than two years, and that a capital net loss is the excess of capital losses over capital gains.

At the outset, it should be noted that while profits from the sale of property held for personal use, such as a residence, is regarded as a capital gain, losses arising from the sale of such property are not capital losses, because under the law for a loss to be deductible the property must be held for profit, and a residence is ordinarily not so held. A capital loss would arise, however, if real estate held for investment purposes for more than two years were sold at a loss; likewise, where stocks or bonds or similar property owned for more than two years are involved.

In any event, having determined upon the amount of the capital net loss, the effect on the tax is as follows: The tax is first computed on the ordinary income in the regular way, and from it is deducted 12½ per cent of the capital loss. In other words, the capital net loss can reduce the tax only to the extent of 12½ per cent of its amount.

To illustrate this principle, let us assume that A, a married man with no dependents, has an income from rentals,

Questions and Answers

Q.—Please answer this question in your paper. I am a married man. My wife deserted me seven years ago, and I have no idea where she is, whether she is working, what her income may be, and in fact, have no knowledge of her at all. She was accustomed to receive a very excellent salary. Being a married man, am I obligated to pay a tax upon her earnings, if such exist, or can I pay for my own share of earnings irrespective of my wife? You see, if I must pay as a married man, there would be no way that I can see to truthfully compute any possible earnings of my wife. Naturally, I do not wish to get into trouble with the tax people and perhaps fined later on.

F. G.

A.—You are not required to include in your tax return the earnings of your wife. Your wife will have to file her own return and pay her own tax. I might mention that since you are not living with your wife, you are not entitled to the married man's exemption, so that your exemption will ordinarily be \$1,000.

interest and dividends, of \$100,000, and that he has sustained a net loss in the amount of \$20,000 on the sale of stocks held for more than two years. Assuming that his earned income was \$5,000, his tax would be arrived at by first computing the tax on the ordinary income of \$100,000, which will be found to be \$22,617.50. From this amount is deducted 12½ per cent, or one-eighth of the amount of the capital net loss. As the capital net loss was \$20,000, the deduction would be \$2,500. The net tax would therefore be \$20,117.50.

It is apparent that just as the capital gains provision works to the benefit of the taxpayer, so the capital loss provision works to the detriment of the taxpayer. In the case supposed, if there were no capital net loss provision, the loss on the stock would be directly deducted from the other income, making a net income of \$80,000 and the tax on \$80,000 would be \$14,877.50, as compared with a tax of \$20,117.50 as above computed. As a result of the capital loss provision, therefore, the taxpayer is called upon to pay \$5,250 more than he ordinarily would.

It is interesting to note that the law that prevailed last year did not contain the capital loss provision, but only the capital gains provision. The capital loss provision appears for the first time in the Revenue Act of 1924.

Another noteworthy feature is that whereas it is optional with the taxpayer whether or not he will compute his tax on the basis of the capital gains provision, there is no such option in the case of capital losses. The tax must be computed in the manner illustrated, with but one exception, and that is where the tax on such basis would be smaller than the tax computed without regard to the capital loss provision.

For example, if in the case previously supposed, instead of A's ordinary income being \$100,000, it were \$30,000, and his capital loss \$20,000, and we proceeded to compute his tax considering the capital loss provision, we would find that the tax on the \$30,000 of ordinary income would be \$2,317.50, and if we then deducted 12½ per cent of the capital loss, or \$2,500, there would be no tax to

pay. On the other hand, if we disregarded the capital loss provision, so that A's net income were considered as \$10,000, that is, \$30,000 ordinary income less the \$20,000 loss on stocks, his tax would be \$207.50.

In other words, the tax computed on the basis of disregarding the capital loss provision is higher in such instance than that resulting from the application of that provision. In those cases, the law prescribes that the capital loss section shall not apply, but that the capital loss shall be deducted from the ordinary income, and the tax computed in the ordinary manner on the net result.

In order to determine when the tax on the capital loss

basis is smaller than the tax computed on the ordinary basis, it is best to work the tax out on both bases and compare the results. As a general rule, however, it will be found that wherever the ordinary income, not considering the capital loss, is less than \$24,000, the tax computed on the basis of the capital loss provision will be less than without it, and should therefore be disregarded.

Note: The new income tax forms have been recently released and in the next article their general use will be explained. Opportunity will also be taken to answer some of the accumulated readers' questions.

U. S. Bureau of Standards Works Out Sagger Problems

Eight problems relating to sagers have been worked out by the Ceramic Division of the United States Bureau of Standards, Washington, D. C. The result of these investigations have just been announced by the technical division of the bureau, as follows:

Chinaware to be successfully burned and glazed must be carefully placed in heat-resistant containers, known as sagers. These prevent the flame and soot present in the kiln from harming the ware. Sagers are also used in the tile, abrasive, and other clay industries where burning of the product requires great care. It is desirable to have these sagers made of clay of considerable strength and of good refractory quality.

The bureau, in cooperation with the United States Potters' Association, is conducting an investigation which involves a geographical study of sagger clays and their classification according to properties. It has for its ultimate purpose the increase of the life of the sagger, thereby assisting the manufacturer who finds the cost of sagers discouragingly high due to unsatisfactory service.

Approximately 10,000 routine tests made on the fifty-five clays included in this investigation have given the following information: The water of plasticity was found to range from 16 per cent to 46 per cent and the drying shrinkage from 10 per cent to 20 per cent. In the unburned state the porosity was found to vary from 24.5 per cent to 50 per cent, and the transverse strength ranged from 50 pounds per square inch to 380 pounds per square inch.

The lowest softening point of these clays was equivalent to that of Orton cone 14, from which point they ranged to higher than cone 33.

Specimens of each clay were subjected to five progressive burns, ranging from 1150 deg. C. to 1310 deg. C., with an increase of 40 deg. C. between succeeding burns and all of the clays except three were not overburned at the highest temperature.

Clays burned to 1150 deg. C. showed a porosity ranging from 19.5 to 46.5 per cent, and a volume shrinkage ranging from 1.9 to 16 per cent, while after burning to 1190 deg. C., the porosity varied from 14 to 46 per cent and the volume shrinkage from 2.7 to 18 per cent. After burning to 1230 deg. C. the porosity ranged from 8 to 40.8 per cent and the volume shrinkage from 4 to 24.7 per cent, while after the 1270 deg. C. burn the porosity varied from 1 to 38.5 per cent and the volume shrinkage from 2.1 to 35.7 per cent. The final burn (1310 deg. C.) produced a porosity varying from 8.8 to 39 per cent and a volume shrinkage varying from 2.5 to 18.5 per cent.

Incomplete data covering the transverse strength tests indicate the strength to increase with succeeding burns up to 1270 deg. C., while at 1310 deg. C. a large number of the clays show a decrease. The lowest burned transverse strength determined was 800 pounds per square inch, while the highest was 5300 pounds per square inch.

Cooperation by manufacturers permitted the repeated burning of a number of clays and mixtures of clays to as many as 26 burns under actual plant conditions. Specimens were returned by the potteries to the Bureau at intervals of three burns, and progressive changes in their physical and chemical properties studied. Data collected indicate that repeated burnings have very little effect on the properties of these clays.

A preliminary comparison of the results of the microscopic examination and the results of the physical tests have shown that the behavior of the clays depends to a certain extent upon the kinds and relative amounts of the minerals in the raw clays and the relative amounts of quartz, glass, and $3\text{Al}_2\text{O}_3\cdot\text{SiO}_2$ crystals present in the burned body.

After all preliminary data are collected, additional work will be done on the groups into which the clays are classified.

The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER V.—MIXING THE CLAYS

SLIPS—The manufacturer's next step is to mix the various clays and other substances in accordance with their studied formula. While it is possible to mix the different ingredients dry, and wet them after mixing, the usual mode is the wet form of mixing. As the different materials used absorb water in a different degree, the slip is formed by mechanically mixing in separate tanks or arks called blungers, each kind of clay paste intended to be combined, with about an equal quantity in weight of water. The slips, with their several ingredients, are then mixed together, in measured portions, in the mixing ark, where they are subjected to a vigorous and long continued shaking motion. Then the thoroughly combined slips are passed through sieves, into a filter press, where the bulk of the water is separated, leaving a soft pasty cake of uniform texture. During the mixing process, impurities are eliminated by means of fine sieves or lawns which are kept vibrating. The mixture is also run along a channel fitted with magnets thereby removing any particles of iron, which might stain the white body of the pottery when burned.

Stain—The last operation in mixing, is to add oxide of cobalt, a blue stain, which, strange to say, is put in for the purpose of making the body of the pottery white. If a pale cream colored body is desired, no stain is necessary as that will be the natural color after the mixture is burned. The degree of whiteness in the burned body of the ware, depends upon the amount of cobalt blue added to the mixture. For earthenware, twenty-five to twenty-eight ounces per pint of stain is the usual proportion.

This ability of cobalt blue to produce whiteness was known to the ancients. Not only the Chinese, but the Egyptians, Arabs and Persians utilized it. Cobalt is a grey metal found chiefly in Hungary. Commercially, it is obtained most cheaply, as a by-product of nickel; and yet for this special use, the slightest trace of nickel left in it, would discolor the beautiful whiteness desired in the ware. Oxide of Cobalt as used in pottery is a black powder, ground to an impalpable fineness. Extreme fine-

THIS is the fifth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

ness is necessary, as well as great care, that the stain becomes thoroughly intermixed with the other ingredients, as it would otherwise show up afterwards in tiny blue specks on the ware.

For fine ware, the clay paste is required to be of the greatest possible uniformity. It must not only be homogeneous throughout, but the plasticity of the clay must be developed to the utmost extent. It is found desirable to temper it several times. Indeed to mature it best, it is put through what is known as a souring process, viz: The clay paste is kept in a cool place for a considerable time, in what are called stock arks, where it will not freeze and will keep moist. In this process, water is drawn by capillary attraction more uniformly throughout the mass than can be done by machinery. The clay particles cohere better and gradually grow more plastic.

It is said, that the Chinese thought it desirable to store some of their clay paste for several generations, before they considered it fit for use in making their finest pottery.

Finally after the clay mixture has had all surplus water squeezed out of it, it is taken to the pugmill or trough mixer, which further mixes and kneads the clay, forcing it ultimately through a small opening, at the far end of the tank, in the form of a long, large German sausage, of the correct texture and plasticity. This is cut into convenient lengths, with a stretched wire, and carried to the potters' benches.

Woolworth Sales Jump

November sales of the F. W. Woolworth Company proved to be more than \$2,000,000 greater than for the same month last year, according to the monthly announcement of the company's volume.

The total figure reported for the month was \$19,371,122, as against \$17,284,948 for the same month of 1923. The total for the first eleven months of the year showed an increase of approximately \$10,000,000 over the first eleven months of 1923.

Pittsburgh Show In Full Swing

Exhibits At Pittsburgh Hotels Offer a Varied and Attractive Array of Merchandise to the Buyers of Glass and Pottery

OVER 500 buyers registered at the Forty-fifth Annual Glass and Pottery Exhibit at Pittsburgh, Pa., from the opening, Jan. 5th, until Tuesday night, Jan. 13th, and as a result a new record has been established. Monday last was the heaviest day for arrivals, nine pages of the register being written.

This number of buyers gives indication of the volume of business salesmen have been doing, it being said that in a general way more specifications for all lines have been written during the first 10 days of the Pittsburgh "show" than ever.

Every corner of the United States has been represented in the Pittsburgh market this year. Hardly a State has been left out of the list, when the location of buyers is taken into consideration.

There was a lull in buying the close of last week, but Monday, trade picked up, and throughout the week there was pronounced activity in all sample rooms.

Glassware is in very good demand, all distributing interests being interested in anticipating future requirements. Home stocks are declared to be low, and dealers have said that business conditions in their home localities give every promise of being exceptionally active this year.

Domestic dinnerware salesmen also tell of the activity of buyers to secure stock replacements, these buyers advising that holiday sales of this line were good, and that open stock patterns were in good demand. Many new open stock patterns are being placed, and there is evidence that all open stock lines will be in excellent demand all season.

Lighting glass salesmen are also pleased with the current demand for their lines. Some very large orders for these items have been placed with the different salesmen, and in addition some rather large memos have been written, to be followed by confirmations.

All in all, the Pittsburgh "show" this year gives every promise of being the best business proposition "since the war."

Fort Pitt Directory

Lobby Floor

Firm Name	Room
Jefferson Glass Co.....	Writing Room
L. D. Bloch & Co.....	Rose Room
Herbert & Neuwirth Co.....	Empire Room

First Floor

Bryce Bros. Co.....	129
Co-operative Flint Glass Co.....	136-137
D. C. Jenkins Glass Co.....	123-128
Westmoreland Specialty Co.....	Assembly Room

Second Floor

Weston Glass Co.....	239
Susquehanna Cut Glass Co.....	240
Rowland & Marsellus Co.....	241
Figuerora Cut Glass Co.....	242
Anchor Manufacturing Co.....	243
Brown-Reddrop Co.....	244
Utility Glass Works.....	285

Third Floor

Atlantic Refining Co.....	339
McKenna Bros. Sales Corp.....	340-341
D. L. & C. L. Wise.....	342
Emil F. Kupfer.....	343
Liberty Works.....	344
Cliftwood Potteries.....	385

Fourth Floor

Wheeling Decorating Co.....	439-44
Cataract-Sharpe Mfg. Co.....	441-44
Koscherak Bros.....	443-44
Iona Cut Glass Co.....	48

Fifth Floor

Federal Glass Co.....	539-540
H. C. Fry Glass Co.....	541-542
National Pottery Co.....	585
Louis Levien Cut Glass Co.....	544
National Silver Depositware Co.....	

Sixth Floor

Smith-Phillips China Co.....	636-637
S. A. Weller Co.....	639
American Clay Products Co.....	640
Crooksville China Co.....	642
Fenton Art Glass Co.....	643
Macbeth Evans Glass Co.....	673
Lippincott Glass Co.....	676
Illinois China Co.....	678
Dunbar Flint Glass Corp.....	679
Niloak Pottery.....	680
Maryland Glass Co.....	684
L. E. Smith Glass Co.....	685
Albright China Co.....	688
Hopewell China Corp.....	690
Monongah Glass Co.....	692
Art Industries, Inc.....	694
Zane Pottery Co.....	696
Jeannette Glass Co.....	697

Seventh Floor

Diamond Glass Ware Co.....	702
Hocking Glass Co.....	704
Lancaster Glass Co.....	706
Indiana Glass Co.....	708-710
New Martinsville Glass Mfg. Co.....	712-714
Paden City Glass Mfg. Co.....	716
Steubenville Pottery Co.....	718
Hall China Co.....	720-722
West End Pottery Co.....	724
Brush-McCoy Pottery Co.....	726
Cambridge Glass Co.....	728
Carrollton Pottery Co.....	739
Economy Glass Co.....	740
Sebring Pottery Co.....	742
McKee Glass Co.....	743
Vodrey Pottery Co.....	773
Pittsburgh Lamp, Brass & Glass Co.....	776
Duncan & Miller Glass Co.....	778
Mayer China Co.....	784
Phoenix Glass Co.....	785
Bartlett-Collins Glass Co.....	788
Central Glass Works.....	790
H. Northwood Co.....	792
Mound City Glass Co.....	
Potomac Glass Co.....	

Eighth Floor

National China Co.....	838-839
Jeannette Shade & Novelty Co.....	840

Seventeen

Hazel-Atlas Glass Co.....	841-842
Canonsburg Pottery Co.....	843-844
Pope-Gosser China Co.....	872
Owen China Co.....	885

Ninth Floor

Consolidated Lamp & Glass Co.....	940
Summit China Co.....	942
Lotus Glass Co.....	938
Harper J. Ransburg Co.....	939
Kinney & Levan Co.....	941
George H. Bowman Co.....	943-944
Alliance Pottery & Glass Co.....	985
Jones, McDuffee & Stratton Corp.....	972

Tenth Floor

Mitchell-Woodbury Co.....	1038-1039
Ernest Wolf, Inc.....	1040
H. R. Wyllie China Co.....	1072
Hunt Glass Works.....	1042
Quaker City Cut Glass Co.....	1043
Geo. F. Bassett & Co., Inc.....	1085

Eleventh Floor

Wellsville China Co.....	1172
Bonita Art Glass Co.....	1138-1139
Victor Brisbois, Inc.....	1140
Genesee Cut Glass Corp.....	1141-1142
Camden City Cut Glass Co.....	1143-1144

Wm. Penn Hotel*Fourth Floor*

The Fulper Pottery.....	402
Geo. Borgfeldt & Co.....	403-405-408
Wm. G. Mueller, Inc.....	404-406
Fisher Bruce Co.....	407
The D. E. McNicol Pottery Co.....	409-412
The Sterling Glass.....	410

Important Announcement

Due to the consolidation of the Lancaster Glass Co. and the Hocking Glass Co., the products of the former factory, heretofore sold in the Chicago territory by the Frank B. Tinker organization, will in the future be sold through the Chicago office of the Hocking Glass Co.

An opportunity is therefore presented to some glass factory making a similar line to secure the selling services in Chicago of the Frank B. Tinker organization, who maintain a well appointed office and displays in the Shops Bldg., and the American Furniture Mart.

Factories interested in such a selling arrangement are invited to correspond with—

Frank B. Tinker

17 N. Wabash Ave.

Chicago

Weiss & Biheller.....	411
John B. Salterini.....	414-416
Guerin, Pouyat, Elite.....	415
The Aluminum Mfg. Co.....	417-419
Francis H. Ruhe.....	418
John H. Ling.....	435
The Geo. C. Kindt Co., Inc.....	436
The Argonne Lamp Co.....	451
The Fred C. Reimer Co.....	452
The Daison Mfg. Co.....	454
Wm. R. Noe & Co.....	456-458-460
The Mutual Lamp Mfg. Co.....	457
H. Sherer.....	459
The Union Brush Co.....	461
Nathan Strauss & Sons.....	462-464
The Art Metal Works.....	463-465
Salem Bros.....	466-468
The Oscar O. Friedlander Co.....	470-471

Fifth Floor

The M. S. Koch Mfg. Co.....	502
Central Special Mfg. Co.....	502
Hugo Schmit.....	504
The Paul A. Straub Co.....	503-510
Francis Leffler.....	505
Maurice Raved.....	506
Steinfeldt, Inc.....	507
S. Joseph Co., Inc.....	508
The Pioneer Cutlery Co.....	509
L. Pellegrini.....	511
A. Hauptman, Inc.....	512
I. M. Tuska & Sons, Inc.....	514-516
The Republic Stamping Co.....	515
Pacific Importing Co.....	517
Arglomaco Co.....	519
The J. E. Bernstein Co.....	535
The Basket Importing Co.....	536
The Ira A. Jones Co.....	552-554
A. Bien.....	555
Beh & Co.....	556
The Little Jones Co.....	557-559
M. Lowenstein.....	558
The Natl. Art Novelty Co.....	561
The Metal Stamping Corp., Salmanson & Co.....	560
The Phoenix Importing Co.....	562
The Rainaud Lamp Co.....	563-565
The Frank A. Katz Co.....	566-568
Emil Schulingkamp Co.....	567
The Hirsch-Malgood Co.....	569-570-571

Sixth Floor

Knowles, Taylor, Knowles.....	603
The Libby Glass Works.....	605
The Rosenthal China Co.....	607-609
The Herbert Glass & Import Co.....	611-615
Chas. H. Hall, Inc.....	614-616
A. J. Fondeville Co.....	617
The Steuben Division of The Corning Glass Co.....	635-636
The Cooperative Potters.....	652
The Mercer Pottery Co.....	656-658
Jones, McDuffee, Stratton, Inc.....	654
Lazarus & Rosenfeld.....	660
Taylor, Smith, Taylor.....	662
The Art China Co.....	664
John J. Hines.....	666-668-670-671

Hotel Henry

Quality Glass Co., Crystal.....	2
New Cumberland Glass Co.....	11-15
Vail & Young.....	11-15

Western Association Banquet a Success

Annual Dinner of Western Glass and Pottery Association, Held at Pittsburgh, Splendid Combination of Excellent Food and Delightful Entertainment

ALWAYS an outstanding event in the china and glassware trades the regular annual banquet of the Western Glass and Pottery Association, held at Kaufmann's restaurant and auditorium, Pittsburgh, on Tuesday, January 13, even went several leaps ahead of its previous achievements coming in an easy winner, as the "best yet."

The large influx of buyers on Monday to attend the glass and pottery exhibit, helped tremendously in swelling the crowd, which held the record for any banquet given in the history of the association.

The diners numbered well over six hundred, filling the spacious dining room to the point of overflowing.

The music struck up at seven thirty, which was the signal that dinner was served. Naturally, with that large number to be seated it was no easy task to get them all in their places but everything moved like clock work and it was only a few moments before every one was awaiting the big thrill of the evening, the opening feature of the banquet—a radio greeting from London, England.

It was announced from the platform in the center of the dining room that a special arrangement with the British Radio Co., Capt. Deloof Niaga, head of the Cobridge Potteries Co., would greet the association on behalf of the China and Glass Association of England by exploding by radio a harmless bomb placed in the center of the dining room.

By this time every one was on the edge of their chairs, all eyes and ears directed to the large black bomb placed in the center of the dining room.

Scarcely had they had time to think, however, than with a flash, and an explosion the bomb parted in the middle and out stepped as beautiful a damsel as eyes would care to rest upon. The male element at least seemed well satisfied with Capt. Niaga's message.

This was the start of lively proceedings—there were girls and still more girls in songs and dances and fetching costumes, providing entertainment throughout the service of the following delicious menu:

Menu

Fruit Cocktail

Celery

Olives

Nuts

Cream of Asparagus

Lobster Thermidor

Saratoga Potatoes

Filet of Beef

Fresh Mushroom Sauce

Julienne Potatoes

June Peas

Hearts of Lettuce

Russian Dressing

Individual French Ice Cream

Assorted Cakes

Coffee

Mints

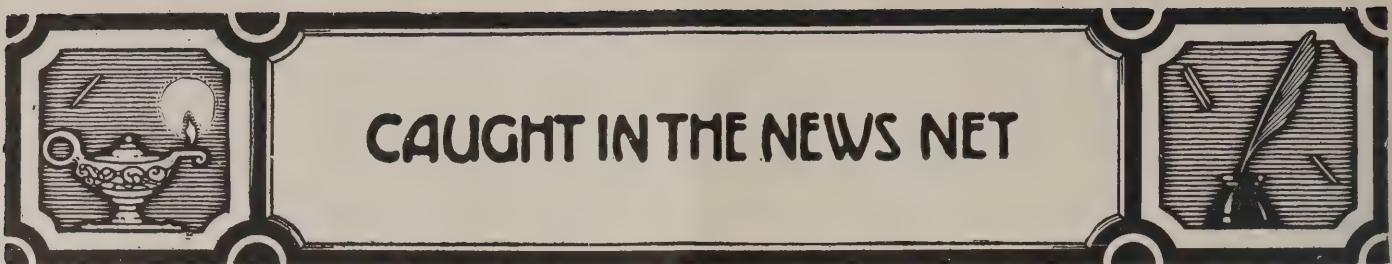
The entertainment consisted of the Liberty Girls Revue, in songs of yesterday and today. They sang in chorus and each had one or two solo numbers that were much enjoyed. As a good measure there were the Watson Sisters, in dancing specialties.

Following dinner, dancing was indulged in by the guests on the large auditorium floor until well on to midnight—even then the dancers were reluctant to leave.

Particular mention should be made of the artistic program and menu. We are informed the Association is indebted to "Ruby" Simmers of the Hall China Co., East Liverpool, O., for the wonderfully original cover design in which the predominating feature is a teapot. "Ruby" can always be depended upon to do something different!

During the banquet Secretary Watson W. Lang announced the election of the following officers:

President, Reuben Haley, U. S. Glass Co.; 1st vice-president, Albert Binswanger, Joseph Horn Co.; 2nd vice-president, J. W. Irwin, Edwin M. Knowles Co.; 3rd vice-president, Francis I. Simmers, Hall China Co.; 4th vice-president, Henry W. Nickel, U. S. Glass Co.; Directors, to serve for two years, J. W. Hammer, China, Glass & Lamps; W. C. Lynch, Taylor Smith & Taylor; F. A. H. Lang, The Kinney & Levan Co.; John McDonald, Knowles, Taylor & Knowles; Secretary-treasurer, Watson W. Lang; Territorial vice-presidents (New York City), D. King Irwin, Lee Schoenthal, Harry B. Whitney; (Chicago), Wm. T. Darden, E. M. Meder, A. B. Reineck; (Boston), E. E. Wilgus, M. S. Wallace; (Buffalo), Edwin T. Schaefer, John W. Murray; (Philadelphia), Alexander Frazer, Cecil E. Taylor; (St. Louis), Fred H. Obermeyer, Walter C. Reel; (Baltimore), Harry Thomas; (Cleveland), C. H. Lang, Chas. R. D. Brown, Wm. S. Burford; (Wheeling), D. A. Taylor, B. J. Gans; (Los Angeles), J. T. Jacobson, Morris Siegel; (Evansville), Silas Ichenhauser; (Detroit), Hugo Schmidt, W. H. Elliott; (Dallas), Fred Klein; (Youngstown), T. A. Neely; (Zanesville), B. F. Feldner; (Indianapolis), Harper J. Ransburg.



CAUGHT IN THE NEWS NET

HOUSECLEANING in the home is bad enough for the poor men, goodness knows, but when they have to carry it into their own offices it must be an ordeal. That's what John J. Hines, Inc. are doing, right now, and they seem to be doing a thorough job, judging by appearances, getting ready for the season's new lines of glassware, fancy goods and lamps.

Jaques Bernardand, senior partner of the firm of L. Bernardand & Co., New York was to return to France, January 14 after being in New York since December 22.

A. Schwartz, Inc., 815 Main St., Houston, Texas, dealers in china, glassware and gifts, one of the few business institutions in the city managed entirely by women, has remodeled its store. The work was necessitated by the large increase in business during the past five years, officials say. The institution was founded in 1909 by A. Schwartz, who was head of the concern until his death in 1913.

D. E. Reichenbacher, Inc., was recently incorporated to manufacture lamps, shades, etc. Capital \$5,000. Incorporators, D. E. Reichenbacher, F. Reichenbacher and William A. Straat, Brooklyn.

Joseph W. Wallace, recently with the Mitchell Woodbury Co., has just taken the position of buyer of china and glassware for Sperry & Hutchinson, New York.

Lee Walters, formerly a member of the sales organization of Ferdinand Bing & Co's Succrs., returned to the staff of that concern after having been in other work for several years.

W. L. Percy, formerly with Dobbs & Wey Co., Atlanta, Ga., spent several days in New York recently, leaving for his home on the 11th of the month.

Lamp products Co., 1430 So. Michigan Ave., Chicago, Ill. To manufacture lamps and lamp shades. Capital \$5,000. Incorporators William J. Gearon and Frieda Kovner.

Statlers Gift shop was recently opened at Depot and Jefferson Streets, Latrobe, Pa. They carry a complete line of hand painted china and lamp shades and other glassware and china novelties.

Frank Lockett, designer and modeler of pottery shapes, formerly for twenty years located in East Liverpool, O., during which time he designed and modeled for most of the leading potteries in the country, has opened a studio at Burbank, Calif., where he will cater to the potteries located in that territory as well as in the East.

Guy Robinson, with the Kinney and Levan Co., Cleveland, was in New York for a few days last week.

Ross-Warner Lamp Shades was recently incorporated in New York at \$20,000. A. Ross, A. and R. Warner are the incorporators.

Pittsburgh Lamp, Brass and Glass Co. Holds Annual Get-Together Meeting

The annual get-together-meeting of salesmen and officials of the Pittsburgh Lamp, Brass & Glass Co., continued for two evenings at the Hotel Henry, Fifth Avenue, Jan. 5th and 6th. On Monday night, which was scheduled as "Salesmen's Night" the discussion following the dinner had to do with the selling program for the current year. Tuesday evening was given over to the discussion of problems connected with the manufacturing end. At each dinner, manager of sales, Harry A. Ross was toastmaster, and just before the meeting closed Tuesday night, Mr. Ross was given the surprise of his life. In fact he was "stunned," as he himself put it. It followed the presentation to Mr. Ross of a white gold watch, and also a handsome Shrine emblem. For a time Mr. Ross was so surprised that he could not make reply. The presentation was made to Mr. Ross by E. H. Giles, assistant to Mr. Ross, and after this little event, Mr. Giles himself was given a surprise, when he was presented with a handsome Masonic watch charm. Very few changes have been made in the sales organization of the company this year. Chester Rock, who has been traveling West Virginia and Eastern Ohio has been placed in charge of the St. Louis, Mo. office, and this territory will now be covered by Mr. McGinley. The Dallas, Texas territory will hereafter be traveled by Mr. Laughlin.

Messrs. Copeland's Workpeople Entertained

The following appeared in the Staffordshire Sentinel, December 19:

"A unique and interesting gathering was held at Messrs. Copeland's works, Stoke, on Thursday evening, when nearly 200 employees who have worked for the firm for more than 25 years were entertained. No

fewer than 23 workpeople, it was found, had been with the firm more than 50 years. Some of the records were remarkable, for instance, Mr. Herbert Bardell, who is now 88 years of age, started work at Messrs. Copeland's as an errand boy at six years of age, and had a total of 73 years' service. He is still hale and hearty, and had he not retired, he would have had the unusual record of 80 years in the firm's employ. Mr. Tom Bardell has a record of 64 years' service. Mr. Bird 64 years, Mr. J. Birks 62 years, and Mrs. Gallimore 60 years. To all these Messrs. W. T. Copeland & Sons presented a photograph of the two present partners in the firm—Mr. Ronald Copeland and Mr. Gresham Copeland—in silver frames, as mementoes of the occasion.

Together with the following, they were photographed at Thursday's gathering, all having served over 50 years:—Mr. W. Turner 58; Mr. R. Baker 57; Mr. J. Sutherland 58; Mrs. Pickering 55; Mrs. Carnall 54; Mrs. Swettenham 52; Mr. F. Williams 52; Mr. A. Rowe 51; Mr. W. Morley 51; Mrs. Pricé, Mr. A. Heapy, Mr. W. Mansfield, Mr. R. Wallace, Miss E. Hill, Mr. J. Arrowsmith, Mr. Ralph Poole, Mr. W. Hancock and Mr. T. Goodwin.

The gathering had been organized by Miss Kelway, the welfare worker at Messrs. Copeland's, and all present spent a most enjoyable time. An excellent supper was provided, presided over by Mr. and Mrs. R. Copeland, and there followed an interesting concert, for which all the items were provided by the employees.

Mr. Ronald Copeland proposed the toast of "The Workpeople," and presented the employees with the longest records of service with the photographs. He referred in appreciative terms to the remarkable service given by so many of the workers, and said they had all maintained the high traditions of the firm. The foundations were laid by Spode, 150 years ago, and he doubted whether any firm in the district had a finer record of long service by their workpeople than had Messrs. Copeland's. He mentioned with pride, in detailing the service of some of the older people present, that they still had with them a few who worked for the firm when his grandfather, Alderman Copeland, who had the honour of being Lord Mayor of London in his 30's, during the reign of Queen Victoria, was a head of the firm.

Glassware Exports

Domestic Exports of Glassware, Table, Lighting, and Other Purposes Not Otherwise Stated, for the Month of October from the United States, by countries are as follows:

Countries	Table glass-ware, or plain glassware, Dollars	Table & other glass-ware, cut or engraved Dollars	Lamps & other illuminating devices, chiefly of glass n. e. s. Dollars	Glassware, n. e. s. Dollars
Belgium	16	200	—	77
Czechoslovakia	—	—	—	7

Denmark	—	—	—	298
France	—	—	320	492
Germany	—	—	—	254
Greece	—	—	—	—
Italy	—	—	—	75
Netherlands	—	—	—	376
Norway	—	—	87	57
Spain	—	—	—	184
Sweden	60	—	100	356
Switzerland	70	—	—	—
Turkey in Europe.....	—	16	—	—
England	37,582	2,346	3,307	5,505
Scotland	3,638	28	—	—
Canada	38,310	11,331	6,741	85,188
British Honduras	671	72	30	134
Costa Rica	500	—	—	378
Guatemala	428	—	40	190
Honduras	399	—	26	164
Nicaragua	291	—	—	581
Panama	961	—	251	1,430
Salvador	57	—	—	816
Mexico	16,992	716	1,438	6,421
Miquelon & St. Pierre Is....	—	—	—	25
Newfoundland & Lab.....	375	—	85	192
Bermuda	997	—	—	429
Barbados	38	—	36	48
Jamaica	75	—	—	120
Trinidad & Tobago.....	48	—	—	98
Other Brit. West Ind.....	448	—	29	209
Cuba	22,590	623	851	12,319
Dominican Republic	1,097	—	76	667
Dutch West Indies.....	425	—	—	250
Haiti	542	—	98	568
Virgin Is. of U. S.....	162	—	43	9
Argentina	1,056	178	178	270
Bolivia	219	—	112	14
Brazil	144	154	—	1,037
Chile	42	105	428	69
Colombia	2,984	—	1,278	528
Ecuador	290	—	18	65
British Guiana	70	—	—	—
Paraguay	—	—	—	—
Peru	2,712	249	—	1,251
Uruguay	3,716	87	—	555
Venezuela	220	534	30	174
Aden	116	—	—	—
British India	10	—	—	158
Ceylon	—	—	—	46
Straits Settlements	—	—	—	4
China	1,098	328	825	1,190
Chosen	—	—	—	—
Java and Madura.....	—	—	220	—
Other Dutch E. Ind.....	2,275	—	—	18
French Indo-China	—	—	—	—
Hejaz, Arabia, etc.....	—	—	86	—
Hongkong	265	—	—	435
Japan	90	—	—	4,174
Palestine & Syria	—	—	12	—
Philippine Islands	4,721	798	—	1,673
Russia in Asia.....	—	—	—	—
Siam	—	—	—	39
Australia	13,877	123	119	3,800
British Oceania	—	—	30	—
French Oceania	91	—	182	32
New Zealand	6,721	339	364	1,183
Other Oceania	—	—	8	198
British W. Africa.....	—	—	188	—
British S. Africa.....	1,070	805	1,051	279
British E. Africa.....	—	—	—	118
Egypt	—	—	—	—
Other French Africa.....	—	—	79	—
Morocco	—	—	—	40
Portuguese E. Africa.....	—	—	152	113
Total.....	168,741	19,032	18,918	135,380



*A Cordial Invitation
Is Extended
The Trade
By The*

Westmoreland Specialty Co.
GRAPEVILLE, PA.

To visit their display at the annual Glass Exhibit, in the Assembly Rooms of the Fort Pitt Hotel, Pittsburgh from January 5th to 24th.

New Shapes, New Designs, New Colors in Decorated Ware, Engraved and Cut Glass will be shown. Also New Shapes in Colonial Ware and Blanks for Decorators and Cutters.

C. H. WEST R. B. REINECK
W. R. RENOUF
In Charge



WHAT THE POTTERIES ARE DOING



IT has been definitely determined that the small pottery erected several years ago at Santa Clara, Calif., will not be operated as a generalware shop, but that the sole production will be sanitary ware. The pottery has been taken over by interests foreign to the generalware trade, and within a very short time the property will be in production. This will give the Pacific Coast only one generalware pottery, that being the Empire China Co., of Burbank, Calif. A co-operative company was formed among the sanitary pottery workers of the Pacific Coast. The shop has three kilns erected, and as soon as business warrants, this will be increased to a five-kiln plant, as the foundation for the additional kilns have been built.

It is claimed that in the development of the Mayflower shape of the Edwin M. Knowles China Co., of Newell, W. Va., the company has established a new record for the placement of open stock patterns, very close to 7,000 open stock patterns having been placed with distributors in the United States on this shape. Several additional patterns have been added to the line this season, and it is the belief of the company that before another season ends close to 8,000 open stock patterns will have been placed on this shape.

A general line of dinnerware is now being produced at the plant of the East Boston (Mass.) Pottery Co., which is under the management of John Grafton, formerly of East Liverpool. It is proposed to make a number of improvements to the plant, and the idea of the company is to extend the line and also its distributing territory at an early date.

The Hall China Co., known as the largest manufacturers of teapots in the United States, is showing for the first time a new shape in this specialty. The teapot is square, the small spout being placed at the corner of the pot. The bottom of the pot is also square. The item is to be had in several colors, and is being made a special feature of the line this season.

On account of the increased cost of fuel oil, the Hopewell China Corporation is changing its kilns over to coal. The price of oil has been advanced two cents per gallon, and a saving in manufacturing costs is possible through the use of coal. The latter is being obtained from the West Virginia district.

Announcement has been made by the National China Co., of Salineville, O., that their line of dinnerware is now being sold in the Middle West territory by Earl

W. Newton and Associates of Chicago, Ill. This territory was formerly covered by E. E. Wilgus, who is also eastern salesman for the company. The Newton office will now represent the National line in Ohio, Indiana, Michigan and Illinois, and a complete sample line will be carried at their Chicago office.

"It looks to me as if we're in for a good year," declared W. T. Darden, of the Albright China Co., Carrollton, O. "So far as I am able to observe, while the trade may be a little slow in getting started to buy just now, because inventories have not been completed, I feel certain that a heavy business will be in the hands of all dinnerware manufacturers before the close of the first quarter this year."

There are 75 tunnel kilns in use in the ceramic industry of the United States up to this time, a survey of the industry discloses. This means the generalware manufacturers, those engaged in the electric porcelain, tile, face brick, terra cotta and sanitary ware. Tunnel kilns are now in use at the plants of the Limoges China Co., Sebring, O.; Chelsea China Co., New Cumberland, W. Va.; Mt. Clemens Pottery Co., Mt. Clemens, Mich.; Fraunfelter China Co., Zanesville, O.; Atenens Pottery Co., Crooksville, O.; Bedford China Co., Bedford, O.; Roseville Pottery Co., Zanesville, O.; Jackson China Co., Falls Creek, Pa.; S. A. Weller Co., Zanesville, O.; Nelson McCoy Co., Zanesville, O.; Homer Laughlin China Co., Newell, W. Va., and the A. E. Hull Pottery Co., of Crooksville, O. The Dressler and Harrop types of tunnel kilns are in most general use.

Sample rooms of all generalware potteries in this district were pretty well crowded this week with buyers, the number visiting the district being quite in excess of the record of the first week of the buying season. While there was considerable activity in the district during the first three days of the season, the last three days were considered dull. This situation was not unlike that anticipated by the salesmen and plant owners, for the reason all knew that conditions at home offices of buyers were not in such shape that inventory records could be handed down from the merchandising departments.

George C. Thompson, of the Thompson Pottery Co., has left for Mt. Dora, Fla., where he will remain until April.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



FOR some years the demand for glassware has run strong to the light cut offerings, and it is now the belief of some of the trade that the demand for heavy cut glass will sooner or later come back. It was recalled here this week that the Modern Glass Co., which proposed to enter the field at Toledo, O., was well equipped with molds to enter the heavy cut glass business, and no small amount of money had been invested in molds. But the company never began operations on an extensive scale, and the large stock of molds was included in the chattels that were later sold. Some manufacturers who had an eye on the future possibilities of heavy cut glass returning, purchased a lot of the molds from the Modern Glass Co., and these are being held for future use. While the molds cost the Modern Glass Co., considerable money, they were sold exceedingly cheap. Some years ago line after line of heavy cut glass was featured during the annual Glass and Pottery Exposition here, but rarely is such a line to be seen now. The demand just at this time is still strong for the light blown lines, and more items are being added to the line every season. Just when the demand for heavy cut glass will return no one knows, but some manufacturers are preparing for it.

The Blue Danube line of glassware is the latest offering of the New Martinsville Glass Co., of New Martinsville, W. Va. All colors in this line are running exceptionally true, and the additional colors include violet, black, amber and green. The line includes many novelty pieces. One item which is attracting attention is a cocktail and five compartment dish. A wine tray in these several colors is also featured this year, also wine and whiskey decanters, with crystal cut stoppers. A new shape candle stick, ranging in size from six to ten inches is to be had in both crystal and colors, the shape of the item being quite different from anything now on the market. Three new lines of cuttings are also shown for the first time, and these are to be had on all shapes. Other attractive features in this line this season are water and ice tea sets, also a console bowl and plate. Their new grape juice set includes a 20-ounce jug and five ounce tumblers. The new treatment of a five petal flower and fern leaves is carried through on their full line of blanks. Among the particular novelties created by this factory this season is an all black glass floor lamp standard and an all glass table lamp, the latter to be had in several solid colors.

Twenty-four

Buildings of the former plant of the Davies Glass Co., which began operations at Martins Ferry, O., in 1923 are to be taken over by other interests in Martins Ferry, and will be hereafter devoted to other manufacturing purposes. The Davies Company filed a petition in bankruptcy in the United States District Court at Columbus, O., last year.

Some rather attractive items have been included in the line of the Central Glass Works, Wheeling, W. Va., this year. A special feature is their new hand decorated floral treatment. This creation in the decorator's art is quite different from anything heretofore offered by this interest, and since being shown for the first time has been in quite heavy request. The floral treatment is that of a large flower, done in natural colors, which gives the line a distinctive quality.

Salesmen who are showing kindred glass and pottery lines here this season, and whose firms are not members of the Associated Glass and Pottery Manufacturers, have not been able to obtain current news of the arrivals of buyers, for the reason that this list is issued solely for the benefit of the members of the Association. This has been explained to all "outsiders" who asked for printed lists.

"It used to be that we all got out new lines of tableware every year, but to do that thing now would create a laugh," explained Dave Fisher, of the Paden City Glass Co., of Paden City, W. Va. "What manufacturers are aiming to do now is to give the trade something distinctive and get away from the beaten path of years ago." And in this belief Mr. Fisher seems to be correct, as few if any new lines of "tableware" are being shown. The manufacturers are developing more specialties every year, as the demand for glass tableware in the old sense of the term is practically nil.

Two connecting rooms are being occupied at the Ft. Pitt Hotel by the Hocking Glass Co., which a year ago took over the business of the Lancaster Glass Co. The lines of the former Lancaster factory are featured in one of these rooms and that of the Hocking in another. I. J. Collins, president of the Hocking Glass Co., and Phil Martin, long with the Lancaster interests are both devoting their attention to the augmented display here this season.

(Continued on page 31)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Domestic Glass of Unique Character

OFF-HAND glass in gorgeous colors and decorations, is the description given of the new Durant art glass, now being made by the Vineland Flint Glass Works, Vineland, N. J., and being shown by Chas. J. Dela Croix Co., 19 Madison Ave., New York. And, truly, the words are justified. This glass, made under the supervision of Martin Bach, comes in vases for lamp mounts, flower vases, footed comforts, console sets, bonbons, candy jars, and stemware in solid colors and decorated. The stemware which is gracefully fashioned comes in plain copper lustre, and silver blue lustre, oil lustre, the first two being opaque and the latter transparent. The colors are as charming as the shapes. Some of the puff boxes come in solid colors, some plain, some cut and others decorated. They are worthy of gracing the most gorgeous dressing table. Then there is a line of Venetian vases, puff boxes and covered bonbons. These are indeed lovely and decidedly different. The solid color is broken by a stripe in crystal lace effect. Colors are opalescent lustre, and white, solid blue and crystal, orange and white. Foots are solid colors to harmonize with predominating colors of body. Decorations on this Durant glass are most artistic and interesting in character as they are entirely of glass fused on glass giving wonderful effects. On a body of silver blue, an allover clinging vine decoration with heart shaped leaves in white, makes a lovely piece of work. A golden lustre body has an indefinite sort of scroll work in shadowy green. No two pieces are alike and each is a delight to the eye. On one a satin blue body is covered with a graceful leafless vine effect in green, while an opal body has small gold hearts here and there and is wound with a gold thread of glass, applied in spiderweb effect. There are solid colors, silver, blue, golden lustre, coffee lustre, all the shapes being graceful some tall and slender, one with handles attached near the bottom, in a distinctive manner. Really it is almost impossible to do justice to this ware which is so artistic and beautiful and comes in an almost endless variety of colors and designs.

New Spode in Variety of Decorations

Spode is always beautiful but the samples which are now on display in the show rooms of Copeland & Thompson, Inc., 206 Fifth Ave., New York are more varied and more attractive than ever. The season's new lines in china are characterized by a plate which is quite flat and has a very wide rim which gives a stronger effect to the decorations. There are two new colors, a new old blue and lovely jade green in addition to the regular colors, crimson, powdered

crimson, powdered green, powdered blue, cobalt way, yellow and maroon. Many new and striking center designs, reproductions of early Spode patterns, enhance these plates. The colors are vivid and designs include quaint formal baskets or bowls of flowers and others in more natural arrangement, all having the charm of the original designs from which they are reproduced. There is one of great charm with a Chinese red lacquer rim with heavy gold print border and white and gold floral center. The famous Spode jewelry comes in new designs, a white relief band running through a gold ground, and covered with running design in gold, and others. Too numerous are these, to go into further detail. The array of new china which covers tables and shelves in three sides of the show room is really remarkable in its range of design and color. The tea ware, too, has new colors. Celadon, Sevres, sky blue and yellow. These have decorations of white embossed. Spode basket, with white tracings on handles. They are all dainty in effect. The breakfast ware offers many new designs including a deep border composed of tiny green stars and dots with a central flower design in deep red, green and yellow. Red edges and tracings add greatly to the effectiveness of the design. Another employs a rooster motive, on a dull blue crackled effect ground combined with a cluster of flowers. This is very original in color effects and general design. The old Spode peacock center is used with a deep blue chintz border which is relieved by dots of turquoise. This is a most charming combination, rich and colorful.

New Colors and Designs in Table Glassware

The United States Glass Co., Pittsburgh, has many new lines on display in their showrooms at 24th St. and Broadway, New York, and Mr. Craig promises still more a little later, some being already on the way. One line of fancy table ware comes in light green and red, in satin finish and transparent colors. These colors are new and very different in character. Another new feature is an open work border in slat effect and another in heavy lace design. These borders are used on large flat bowls for fruit, etc. in different sizes and come in satin and transparent colors, light blue, light green and red. These are of pressed glass and are wonderful examples of high class workmanship. There are interesting new flower bowls and vases in graceful shapes with pressed flower decoration. These come in blue, green and canary each color in three sizes. The sheen of this ware and the large bold decoration gives them a very rich character and make them especially suitable for the purposes for which they are designed.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

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LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE annual sales conference of Pettingell-Andrews Co. was held Monday to Wednesday of last week. The entire sales force, division managers and their associates made a total of about a hundred present. J. E. Livor, secretary and sales manager, presided, and Frank S. Price, president, and George J. Murphy, treasurer, addressed the sessions, held at the Boston Athletic Association. Representatives of manufacturers of electrical and radio supplies discussed products and sales plans for 1925. The traveling salesmen remained through the week to inspect special displays of new products.

W. H. Childs, director and buyer of glassware of Jones, McDuffee & Stratton, has been in Pittsburgh the last two weeks. On Feb. 7 he sails for Europe with C. O. Nelson, buyer of china and fancy pottery. They plan to visit Holland, Belgium, the Leipsic fair, Czecho-Slovakia, Italy and Paris. Mr. Nelson will also visit the Staffordshire factories.

Charles A. Marsh, manufacturing jeweler, died at Attleboro, Jan. 8, at the age of eighty-four. He began as a traveling salesman in 1868 and later formed the firm of Marsh & Bigney which was dissolved in 1894 and became the C. A. Marsh Co.

New Massachusetts incorporations include:

Ashton Manufacturing Company, Cambridge; household articles; capital, \$60,000; incorporators, Raymond Ashton of Cambridge, A. Barr Comstock of Dedham and Robert A. Hall of Wellesley.

The sympathy of the trade goes out to Thomas Maguire of Louis Wolf & Sons for the loss of his wife. Mrs. Maguire died last Friday and the funeral took place in St. John's Church, Dorchester, on Monday.

The development of the apartment hotel in Boston has kept the kitchen departments of hotel outfitting houses exceedingly busy this year. It seems to supplant the usual demand of the commercial hotel.

Buyers recently in Boston included Charles Conant, buyer for Porteous, Mitchell & Brown of Portland, Me., and N. P. Alkon, china and glass dealer of Portsmouth, N. H.

C. J. Keating, who has added southern Pennsylvania and West Virginia to his Southern territory for Jones, McDuffee & Stratton, was at the Pittsburgh show this week.

Harry N. Burke, representing Theodore Haviland & Co.; was a visitor at Young's Hotel this week.

Walter R. McEvoy, wholesale manager, and Frank Ackerman, merchandise manager of Mitchell Woodbury Co., left Tuesday for a week at Pittsburgh.

Robert Corey was in Pittsburgh this week, and Mr. and Mrs. H. P. Hunt left Wednesday for the exhibit.

Jones, McDuffee & Stratton have just had a visit from W. Schmidt, representative of their agent, Max Greenhut, in Hamburg.

Murt S. Wallace, who has been at the Pittsburgh show is expected back in Boston Jan. 19.

Carbone, Inc., will have an exhibit of art pottery, glass and lamps in Chicago Feb. 1 to 16, at the Hotel Morrison, Rooms 835-7.

T. Fuse of the Fuse Co. was in New York last week conferring with the Taiyo Trading Co. and Mohawk Novelty Co. as to new merchandise, samples of which will soon be shown here.

Kenneth P. Lockitt has leased a showroom for glassware at 99 Bedford Street.

M. A. Lovell, agent of the United States Glass Co. here, has been in Pittsburgh for the exhibit.

Obituary

Leonard E. Bennink, president of Reid & Hughes department store at Lawrence, died at his home in that city on Jan. 9, at the age of seventy. He came to Lawrence in 1902 from Brockton, and since 1904 had been a member of the corporation, treasurer and manager. In 1918 he assumed control of the corporation and became president. He was active in Republican politics and was a member of the State and city water commissions. He belonged to the Merrimack Valley Country Club, Home Club, Elks, and Chamber of Commerce. He retired last year.

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers
of Lamps, Shades and Their Accessories

By BEATRICE MILLER WISNER

Artistic Metalcraft Models

THE high art in symmetrical modeling and graceful posing of the delightful figure lamp here-with illustrated, offered by Emil S. Larsen, 225 Fifth Ave., has been accomplished by the noted artist, Robert L. Huntington, who won the first medal in the Department of Sculpture of the Beaux Arts Institute of New York City, where many competed for the prize. This is only one of the popular idealistic models of the Huntington line which the artist is constantly fashioning with his deft fingers. The exquisite bit of artistry styled "E t e r n a l Spring" shows the very finest conception of figure posing, and the novel adjustment to a lamp has won admiration for its beauty and relation to perfect modeling. These artistic lamps have lovely shades well suited to the tones of the figure bases, which are entirely made of metal in various finishes: French, verdi, Japanese and Egyptian bronze. Many other designs in metalcraft including candlesticks, incense and ash tray creations, boudoir lamp, combination flower holder and incense burners and splendid new examples of unusual pieces are on view at the Larsen showrooms above mentioned. The above lamp model is also adapted for a flower holder and is exceptionally attractive for use as a table centerpiece.



Fine Georgettes in Many Colors

The delicate beauty of the modern lamp silk shade owes its life to the fashioning of georgette in various tones now employed by the discriminating lamp manufacturer. Milton Loewenthal, 425 Fourth Ave., is showing a large variety of colors in excellent georgettes comprising eighty different shades. These georgettes are dyed specially by the firm and can be selected or specially dyed to match any color desired, to perfectly harmonize with lamp shade trimmings, or lamp bases, etc. The firm has branches in the principal cities of the United States where an

inspection of colors, quality and varieties may be made, thus accommodating localities near these points. A sample card is put out by the firm with the different shades of colors, which is a simpler means of selecting the required shades. Color plays such an important part in the up-to-date lamp shade that this method offered, is a most comprehensive idea in supplying every need in the art of color-blending, giving a large range of colors to accommodate the most fastidious choice.

Unusual Velvetene Shades

The beautiful soft finish and hand decoration of the exquisite shades from the Daison Manufacturing Co., 225 Fifth Ave., is a revelation in the new process of bead treatment producing velvet effect. The hand painted flowers, roses and leaves decorating the shades on the velvet background with mottled coloring in blues, yellows and rose, are a most alluring combination. Handsome pottery bases with gold plate finish mountings on heavy cast base add to the elegance of the lamps. These harmonize in color with the tones of the shades, making a most attractive lamp for table use. The boudoir lamps come with the same style shades in black, rose and yellow pottery bases. The Daison products are noticeable for artistic finish and fine construction, and are modestly priced for the high type of the lamps and shades. The table vase lamps show Empire or oval shades, and are well suited to the bases in coloring and decoration. For gifts and holiday offerings these beautiful lamps and shades bring a note of harmony in color and beauty in lighting effect, which is worthy of the company's fine decorative work.

Figure Lamps a 1925 Vogue

The beautiful and unusual porcelain figure lamps imported by Lampcraft, 112-118 West 44th St., are fine examples in figure modeling and color craft. Dainty little ladies in period costumes displaying fascinating colors and buffant draped shirt, are consistent with the old time custom dress and an entrancing element of the construction. These Empire figure lamp bases are a most welcome novelty for coming seasons as is a graceful and colorful model of Czecho-Slovakian artistry, giving a new thought for the boudoir in lighting novelties. Lovely silk shades to match all of the styles of the bases are shown by the above firm and are well chosen in decoration and tones, expressing the art temperament of the little figures.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THE January clearance sales in Chicago's bigger stores were well under way this week. Many specials are being offered to the buying public along State Street. The Davis Store has a novel plan, advertising and featuring "A New Sale Every Day in January," making one day sales in all departments in turn, and at the same time offering numerous items throughout the store. Among the things featured in the stores early this week were 100-piece dinner sets at \$23.50, made of semi-porcelain shown at Mandel Brothers. This store also held a clearance of decorated mirrors, selling from \$4.85 up to \$15. The Fair was conducting a January clearance of floor lamps and shades, including 3,000 bridge and junior lamps for \$7 to \$10. Fifteen piece cereal sets of decorated imported ware were sold here this week for \$4.69. The Boston Store sold 23-piece tea sets this week for \$4.75. These sets were in attractive amber, blue and pink lustre colors with black line and black handle decoration. Leiter Stores offered 17-piece breakfast sets with blue bird or spray patterns at \$1.79—an un-

usual reduction on sets that usually sold up to \$3.00. Weiboldt's in their two large outlying department stores made a feature of 100-piece dinner sets this week, selling them for \$19.60. These were domestic semi-porcelain with gold band decoration on Mayflower shape.

Marshall Field & Co. have arranged to buy from the Marshall Field estate the loop buildings, covering more than a square block, in which the retail business is conducted. At present the company leases the ground but has arranged the purchase for \$12,000,000.

The First Annual Housefurnishings Exhibit at the American Exposition Palace, 666 Lake Shore Drive, opened on Monday of this week. The displays were all set-up and in running order on the morning of the opening day. A varied line of merchandise was on display in the booths of the beautiful show palace and these included washing machines, vacuum cleaners, woodenware, enamel and aluminum ware, lamps, shades, copper and brass items, cleaners and household polishes, glassware, dinnerware and art goods. Among the glass, china and art goods displays were C. C. Thompson Pottery Co., D. Saunders Co., T. A. McNicol Pottery Co., C. & E. Carstens, Bechard Mfg. Co., Basket Importing Co. and others. The attendance the opening day of the exhibit which is to continue for two weeks, was most gratifying. More than four hundred buyers visited the booths on the "Palace" on the opening day. It is practically assured that with the January Furniture Market now under way on the fifteen floors above the Palace, more than five thousand buyers will have an opportunity to visit the Housefurnishing Exposition during the two weeks' show.

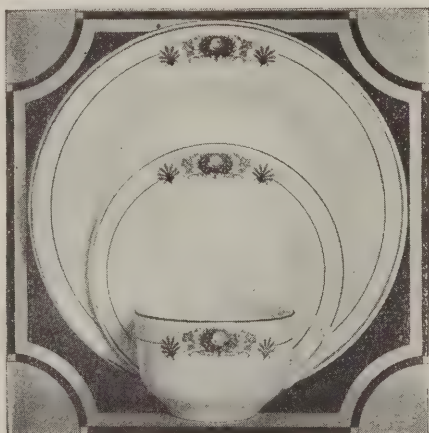
The Hartman Furniture and Carpet Co.'s new building at Adams and Wabash Aves., reputed to be the largest retail furniture establishment in the country, is nearing completion. This company last week took title to the store property which they occupy at 63rd and Green Sts. having purchased it from H. L. Irwin for \$125,000.

W. A. Held Co., 11 W. Stephanson St., Freeport, Ill., incorporated last week for \$2,500 to manufacture toys and novelties.

Department store business during December, comprising the bulk of the Christmas shopping, we re-

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street

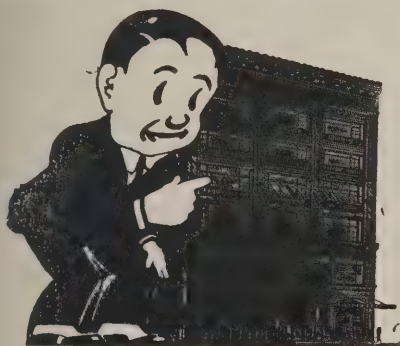
CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

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Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; Rockford Peerless Furn. Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezzer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Ash Cabinet Co.; Canonsburg Pottery Co.

We will have available on January 1, about 4,000 square feet desirable space suitable for china, glass and house-furnishings. Will divide if necessary. Apply to

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

Potters Co-operative Co., Room 621

Dinnerware, Hotel China and Specialties. Established 1876 at East Liverpool. Geo. W. McNicol, Mgr.

TO LET

Why not Move In?
Rent at Pre-War Level

Phone Wabash 880

THE UNITED STATES GLASS CO.

30 E. Randolph Street

F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent. Harry G. Dalzell
Phone Central 3497

IRA A. JONES CO.

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Representing:

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Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
Haven Company

EARL W. NEWTON AND ASSOCIATES

GLASSWARE
DINNERWARE
HOUSEFURNISHINGS

9 North Wabash Ave Phone: Central 3236

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Office and Display Room

136 West Lake Street

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Corner Wabash Avenue
Room No. 405

Representing

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CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.

SEBRING, OHIO

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W. L. GERALD, Chicago Representative

666 Lake Shore Drive

FURNITURE MART

Phone: Superior 4100

Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.

CHICAGO MARKET EVENT~Feb. 2 to 14
Glass, Pottery, Lamps and House Furnishings

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

L I N E S W A N T E D

MANUFACTURERS' representatives, established, with showroom and sales organization, covering Maryland, Virginia, North and South Carolina, Georgia, Florida, Tennessee, Alabama, Louisiana, desire good line of glassware, or china. Address Box 458, CROCKERY AND GLASS JOURNAL.

S I T U A T I O N W A N T E D

SITUATION WANTED—Young married man, 32 years of age, 15 years' experience in China and Glassware line, at present employed and holding responsible position with large wholesale house seeks position where efforts are appreciated. Box 457, care CROCKERY AND GLASS JOURNAL.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

The Ideal Location for a Pottery or Clay Products Plant is Fairmont, West Virginia

Cheapest electric power, 1.6c to .5c per KWH. Vast undeveloped clay deposits. Free factory sites, good banks. B. & O., Penna and New York Central Railroads. Fine community of 32,000. Best steam coal \$1.70 per ton delivered. Low tax rates for Industries and large labor market. Your distribution costs will be lower in Fairmont. Potteries in adjacent cities with less favorable conditions operating successfully. Assistance rendered New Industries. Write: Fairmont Chamber of Commerce, Fairmont, West Virginia.

Assistance Rendered New Industries

Write:

FAIRMONT CHAMBER OF COMMERCE
FAIRMONT, WEST VIRGINIA

Lines Wanted For New England

Live salesman, well known in the trade is about to open a showroom in Boston for the representation of glass, china and lamp factories.

He has a wealth of experience, wide acquaintance, in fact all the necessary qualifications combined with substantial backing.

Address Box 500A
care of
Crockery and Glass Journal

The Chicago Market

(Continued from page 28)

ported last week as about equal to the corresponding month during 1923. This was a report based upon the opinions of those in some of the departments of the store, rather than upon sales figures. The Federal Reserve Board published a summary of the sales activities during December of forty Chicago retail stores, which showed an average of 2.8 per cent during that month over the corresponding month in 1923. New York City's increase in retail business for the same month was said to be over seven per cent.

The Bergner Furniture Co., 200 S. Adams St., Peoria, Ill., was incorporated last week to do a general retail business in furniture, china and glass and housefurnishings. The owners of the company are John W. Nolte, Elbert Nolte and R. J. Lutticken. The capital stock of the company is placed at \$50,000.

Adjucations in bankruptcy were asked by three Chicago firms last week against a Chicago cut glass house, but the liabilities and assets were found to balance at \$40,000, so action on the matter will doubtless be suspended or dropped entirely.

Sears, Roebuck & Co. will start construction in the near future on a branch house in Kansas City, Mo. to be erected at a cost of approximately \$5,000,000. The new building will serve the West and Northwest territory as far as the Rockies, 3,400 employes will work in the new branch when it is completed and the building will have all the best transportation facilities and a floor area of a million and a half feet.

Buyers in New York

JANUARY 12TH, 1925

Miss M. J. Hugg, gift shop, Wm. Hengerer Co., Buffalo, N. Y., 17 East 39th St. (Associated D. G. Corp.), 3rd floor.

R. Halliday, toys, lamps, Rollman & Sons Co., Cincinnati, O., 38 West 32nd St. (Littman & Storch).

H. A. Maxon, gift wear, lamps, housefurnishings, toys, Kerr D. G. Co., Oklahoma City, Okla., 333 Seventh Ave. (J. M. Biggins).

A. M. Jaeggi, chinaware, C. F. Kurtz Co., Rock Island, Ill., Breslin.

JANUARY 13TH, 1925

J. D. Leach, housefurnishings, Zenner, Bradshaw Co., Huntington, W. Va., 105 Grand St. (Jay & Co.).

W. E. Phillips, toys, lamps, C. T. Sherer Co., Worcester, Mass., 105 Grand St. (Jay & Co.). fl

JANUARY 15TH, 1925.

W. W. Dodge, glass housefurnishings, J. G. Myers Co., Albany, N. Y., 220 Fifth Ave. (F. Atkins).

E. B. West, housefurnishings, E. B. West, Dallas, Texas, Latham.

Miss A. Meriwether, gift shop, items, Stewart D. G. Co., Louisville, Ky., 17 East 39th St. (Associated D. G. Corp.) 3rd floor.

Mr. H. V. Giberson, housefurnishings, Whitthorne & Swan, Oakland, Cal., 50 Union Square (Hale Bros.), Room 1403.

"AMERICA'S LEADING CERAMIC MATERIAL HOUSE"

LIQUID MATT BURNISH WHITE GOLD

"WILL NOT TARNISH"

USE IN PLACE OF SILVER & PLATINUM DECORATIONS
ON GLASS OR CHINA

THE ROESSLER & HASSLACHER CHEMICAL CO., NEW YORK

CHICAGO
KANSAS CITY

PHILADELPHIA
BOSTON
SAN FRANCISCO

CLEVELAND
PITTSBURGH
BALTIMORE

TRENTON
NEW ORLEANS

Glass Factory Activities

(Continued from page 24)

Walter I. Campbell, who has been located in St. Louis, Mo., as a manufacturers agent since he retired from the sales department of the United States Glass Co., some years ago, is spending two weeks in the local district. Mr. Campbell has been associated with the Hocking Glass Co., of Lancaster, O., of late.

Statuary and Art Goods (Factory Product) Statistics

The Department of Commerce announces that, according to the data collected at the biennial census of manufactures, 1923, the establishments engaged primarily in the factory manufacture of such products as statues, vases, urns, ornamental brackets, flower boxes, fountains, plaques, pedestals, ornamental plaster work, architectural sculpture, small images, scagliola, church statuary, and bronze statuary reported products valued at \$7,550,015, an increase of 13.2 per cent as compared with \$6,666,964 in 1921, the last preceding census year.

The statistics for 1923 and 1921 are summarized in the statements below. The figures for 1923 are preliminary and subject to such correction as may be found necessary upon further examination of the return.

General Statistics for the United States, 1923 and 1921.

	1923	1921	Per cent of increase
Number of establishments.....	150	138	8.7
Persons engaged	2,231	1,995	11.8
Proprietors and firm members..	158	156	1.3
Salaried employees	250	205	22.0
Wage earners (average number)	1,823	1,634	11.6
Maximum month	Nov. 1,944	Oct. 1,725	—
Minimum month	Jan. 1,651	June 1,532	—
Per cent of maximum.....	84.9	88.8	—
Salaries	\$619,553	\$527,837	17.4
Wages	\$3,343,690	\$2,741,429	18.3
Cost of materials (including fuel and containers)	\$1,897,528	\$1,715,217	10.6
Value of products.....	\$7,550,015	\$6,666,964	13.2
Value added by manufacture (a) ..	\$5,652,487	\$4,951,747	14.2
Horsepower	888	(b)	—
Coal consumed (tons of 2,000 lbs.)	3,204	(b)	—
(a) Value of products less cost of materials.			
(b) Not reported.			

BUYERS! Special Sale Opportunity

Manufacturer has \$10,000 worth of glassware to close out in one complete lot at a very special price concession to quick buyer.

Comprises fruit and flower bowls, and console sets in a variety of attractive shapes and colors.

Colors are solid, plain and iridescent.

Address
Box 454, Care
of Crockery & Glass Journal

Number of Establishments and Value of Products, by States:
1923 and 1921.

State	Number of establishments		Value of products (expressed in thousands)	
	1923	1921	1923	1921
Total.....	150	138	\$7,550	\$6,667
California	18	12	728	361
Illinois	16	17	2,027	1,974
Massachusetts	10	8	342	261
Michigan	3	3	92	58
Minnesota	3	(a)	84	(a)
Missouri	7	8	327	263
New Jersey	8	6	190	98
New York	39	35	1,786	1,521
Ohio	5	8	295	597
Pennsylvania	13	15	567	679
Texas	4	(a)	134	(a)
Wisconsin	6	7	470	359
All other States.....	18(b)	19(c)	508	496
(a) Included in "all other States."				

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Idersine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

GUERIN POUYAT ELITE, LTD., 43 West 23rd St.,
Limoges China, Royal Crown Derby, Baccarat (French) Glassware, Aculus (English) Glassware, Alderson & Gyde, English Brass Reproductions.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
Royal Worcester China. John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and House- wares Trades

M. ROSENBAUM & SONS, 18 W. 23rd St.

Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Imported and Domestic China and Glassware. Manufacturers' Representatives. Telephone Watkins 6640. William F. Wagner, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., Fredk. Skelton, Representative, 200 Fifth Ave.
Colored and Iridescent Glassware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., A/le-marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

By

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VOL. 100

January 22, 1925

No. 4

AS THE EDITOR SEES IT

BUSINESS OUTLOOK

BUSINESS generally continues to improve, with wholesale buying gaining but retailers purchasing cautiously. The first half of January, though naturally marked by a decrease of buying in primary channels, brought new proofs of commercial progress, according to Dun's review of trade this week. The further pronounced gain in the unfilled tonnage of the principal steel producer reflects the decisive change for the better which has occurred in that great industry, while the additions to working forces that have accompanied the sharp rise in output, together with increased mill activities in other lines, give assurance of a large public purchasing power.

SPECIAL January retail sales have been well patronized, price concessions stimulating demand, and reports from widely separated sections of the country stress the fact that stocks of merchandise are relatively small. Some fresh signs of expansion appeared this week, following the slowing down that usually prevails for a time after the turn of a year, and in most cases contracts are being placed at higher prices, advances in Dun's list again being largely in the majority.

A MODERATE broadening of demand in primary dry goods markets was reported this week. Many buyers, both for wholesale and retail houses, were again present, and they made purchases for early deliveries. Commitments have not been as full as in some former years, but the lack of speculative elements in current operations is a reassuring sign. Although output of woolen mills has recently diminished, textile production, as a whole, is increasing.

BRADSTREET'S food index number, based on the wholesale prices per pound of thirty-one articles used for wood, is \$3.75, comparing with \$3.75 last week and \$3.28 for the week ended January 17, 1924. This week's number is unchanged from last week, but shows a gain of 14.3 per cent over the like week of last year. Of the eighty-two commodities of all kinds quoted weekly, twenty-four advanced as compared with last week, sixteen declined and forty-two remained unchanged.

JOBGING trade tends to liven up, and shipments of spring goods are active, according to Bradstreet's. Retailers, however, still buy cautiously. About the best reports as to jobbing trade come from iron and steel centers, where increasing furnace and mill operations point to larger employment. Some markets in areas favored by large grain crops bringing good prices seem to express a note of disappointment at the slower than expected expansion of business. Advices are that lumber buying is enlarging at Southern and Pacific Coast centers, with prices stiffening.

DECEMBER building aggregates maintained a slight gain over the preceding year, and 1924 in this line, as in cement making, shows new high records set up. Export trade, thanks to larger shipments of grain and cotton, maintained the lead over 1923, previously noted, but fell behind the totals of 1916 to 1920, inclusive.

INCREASED production in new east Texas fields accounts largely for another increase in crude petroleum output, which has run above the 2,000,000 barrel daily mark.

The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER VI.—POTTING PROCESSES: PRIMARY SHAPINGS

THROWING is the oldest form of pottery making that has continued down to the present age. Nearly everyone has seen a potter bending over his wheel or revolving disc upon which he throws a ball of soft clay; then with his thumb and fingers, as the ball whirls, he rapidly changes the ball into a cone, a hollow vase, a bowl or other form, as he wills. It is astonishing with what exactitude and speed he can make, for example, cup after cup, almost alike in form and appearance. When any shape is complete, the potter, by means of a wire, cuts it loose from his wheel and sets it aside on a tray to stiffen and dry preparatory to further finishing. However, craftsmen with a thrower's skill prove too few and arbitrary when the pottery industry began to assume huge proportions. Machinery had to be invented as substitutes.

Jolleying is a process to utilize more machinery and less hand work in forming the product. The machines used for this work are named jiggers, or jolleys. They consist of a revolving spindle, worked by an endless belt. A lever starts, stops and changes the rate of speed. The spindle has a platform, upon which a plaster mold is fixed of the form desired. While the mold is revolving the potter covers it with clay. He then holds a specially shaped arm, called a profile, against the clay paste and cleverly forces the clay into the desired shape, or he fits down an inner, or outer mold, also known as the profile, which presses the clay into the thickness required to form the article of pottery. Thus each article is given the same shape and outline. What is known as a spreading machine, is used in this process to spread the clay paste into a suitable thinness for pressing by hand into the plaster mold. The thin pieces of clay, thus prepared for the mold, are called bats.

Flat ware, such as plates and saucers, are made in this fashion as well as hollow ware; special forms of jolley machines for making covered dishes, bakers, etc., are extensively used at present. A curious fact is, that plates and saucers are always made in an upside down position. When made, the entire mold, con-



THIS is the sixth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

taining the form of clay, is removed to the drying chamber. As the clay dries, it shrinks, and is therefore readily removed from the mold, when it reaches the finishing state.

Pressing—Some of the round, square or oval articles including certain kinds of hollow ware are more easily made by simply pressing the soft clay, when worked down to the required thickness, into a plaster of paris mold. The supplemental mold is then fitted into place, and the whole is placed in the drying chamber, later to have the molds removed, when the clay has shrunk away, through the drying out of some of its water contents

Casting—This is a cheaper process than pressing, because it requires less hand and brain work in fitting the clay to the mold. A plaster mold is used, usually of two or more parts which fit

together. Between these molds liquid clay slip is poured until the empty form within the mold is filled. The dry plaster of paris forming the mold rapidly absorbs the excess moisture from the slip leaving a thickness of clay, which, as it dries, shrinks from the mold, and is later removed, to harden, in preparation for the further steps. Casting is chiefly used for thin ware, or hexagonal, or fluted shapes, and is frequently employed in making cups. It is generally used in the manufacture of china, and with the introduction of chemically prepared slips, casting has practically displaced pressing, in earthenware making also.

Unemployment in Chicago and Illinois was cut considerably in December, with the result that there is a general improvement in the labor market throughout the State, the monthly report of the general advisory board of the Illinois Department of Labor shows.

An expansion of 2 per cent in the aggregate amount of employment in the manufacturing industry during December is revealed in the report, with a gain of 5,500 in the number of workers, bringing the total number to 276,195 for 1,182 employers in a wide range of industries.

Income Tax Department

Conducted by M. L. SEIDMAN,

Of Seidman & Seidman, Certified Public Accountants

SO many readers' questions have accumulated that it has been deemed advisable to devote this article of the series solely to questions and answers.

EXEMPTION

Q. My brother and I are living together on property that we own jointly. He is completely dependent on me for support. Am I entitled to claim exemption as head of a family? We are both single. He has absolutely no income. I have been paying a tax on a net income of \$1,000 or more, as the law requires a single man to do, and only claiming \$400 exemption for my brother.—J. M. B.

A. You are entitled to an exemption as the head of a household. Your exemption would therefore be \$2,500. What is more, if your brother is under age of 18, or incapable of self-support because of some mental or physical defect, your exemption would be \$2,900.

RESIDENCE AND RENTED PROPERTY

Q. I own a two-family house; live on one floor and receive rent for the other floor. Heretofore I have deducted all the expenses of the house but did not deduct anything for depreciation, thinking that one would offset the other. Would this be correct?

Would cost of painting, shingling, papering and new set of plumbing fixtures to replace worn out ones be deductible in the amount paid for this work, as an expense?—J. H. S.

A. The method you have followed is incorrect. You should prorate all expenses, including depreciation, on the basis that the number of rooms not occupied by you bear to the total number of rooms in the houses. Only such portion of the entire expenses are deductible.

The cost of painting, shingling and paper would be deductible if the expenditures were in the nature of ordinary repairs. The cost of a new set of plumbing fixtures would probably not be regarded as a repair, but as an offset against depreciation previously deducted.

LIFE INSURANCE DIVIDEND

Q. In the year 1924 I received from my life insurance company in which I carry a life policy, what is called a twenty-year deferred dividend, which dividend is payable to the policy holder after paying premium for a period of twenty years. The dividends is ap-

This is the eighth of a series of articles on how to prepare income tax returns, that will appear regularly in the columns of *Crockery and Glass Journal*. Mr. Seidman is Chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, attention of the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

proximately \$600. Of course I continue to pay premiums on the policy for life, as the same implies, receiving after the twenty year period an annual dividend of whatever sum the company declares, which sum can be applied toward reducing the annual premium. What I would like to know is whether I must report the \$600 deferred dividend received from the company with other corporation dividends, or is a deferred life insurance company dividend exempt?—J. P. H.

A. The deferred dividend is not taxable to you if it is really in the nature of an offset against the premium. It is only dividends on paid-up policies that are taxable, and from the description of the policy as you give it, the policy cannot be regarded as paid-up.

HEAD OF A HOUSEHOLD

Q. I am a widower with no minor children, but I maintain a house, employing a person to do the housework, having her meals with us and going to her own home at night. Am I entitled to an exemption of \$2,500 as head of the house?—W. J.

A. You are not entitled to the exemption as the head of a household. In order to be the head of a household, there must be a person dependent upon you, who lives with you. Both factors are absent in your case.

DISCOUNTS ON PURCHASES

Q. There is some doubt in the writer's mind as to the taxability of discounts (derived from purchase of merchandise) on individual, partnership and corporation reports.—A. Y. A.

A. Discounts on the purchase of merchandise may be regarded in one of two ways—either as a reduction of the cost of the merchandise, or as income. If the discount is regarded as a reduction of the cost of the merchandise, there will be no tax until the merchandise is sold. If the discount is treated as income, it will be taxed in the year in which it is received or accrued. The method by which the books are kept will control how the discount is regarded.

BONUS

Q. My salary for 1924 totalled \$1,897.50. At the end of the year I received from the company a bonus of \$165, making my total income \$2,062.50. One-tenth

of my income goes to the Church or for charitable purposes. Last year I paid \$204 on an endowment policy which I have had to give up entirely after having run one year. (1) Do I include the gift of \$165 in the amount of my total income as a basis for tax return? (2) Can I claim any part of the \$204 as a loss. (3) Is it correct to deduct my Church tithe from my total income.

A. (1) If the \$165 was paid you as a gift and not for services rendered, it is not taxable to you. If, however, it was as additional compensation, it is taxed to you as such. (2) You cannot deduct any part of the \$204 as a loss. (3) The Church tithe can be deducted from your other income.

MANY IMPORTANT ONES

Q. (1) Must a dower right in money, and a legacy be included in income? (2) If a corporation or company fails to pay any dividend on money invested in their stock, can that be deducted as a loss? (3) How is the depreciation in value of real estate to be figured? (4) Who are the proper parties to whom to apply for the federal tax blanks? (5) What number of blank would be required by a person with only a small income from money invested and rent from real property, in federal blanks?—E. A.

A. (1) Dower rights and legacies are not taxable as income. (2) No loss can be deducted for the failure of a corporation to pay any dividend. (3) Depreciation on real estate is figured on the cost of the building only as land is not depreciable. The rate of depreciation is determined according to the estimated remaining life of the property at the time of its acquisition. (4) Federal tax blanks can be secured from your local Collector of Internal Revenue. State tax blanks can be secured from the taxing official of the State. (5) The federal blank that would be required in the case described by you, would be Form 1040.

SCHOOL TEACHER

Q. Is a man employed as instructor in a public school in the United States exempt from income taxes by reason of being so employed, even though after the regular deductions, he shows an amount that would even in the case of an average clerk be subject to taxation?—T. T. T.

A. Instructors in public schools established by the State, or city where considered as State or City employees are exempt from income tax to the extent of their income from such instruction. Any other income that they may have is not exempt, and would have to be reported.

MARGIN ACCOUNT

Q. I have a margin account through which I trade in stocks. I bought some stocks and sold some short. My broker has credited me with dividends on stocks that I bought and charged my account with the dividends on the stocks that I am short. In making up

my income tax return, should dividends on the stocks short be offset against the dividends that were credit to me?—D. O.

A. The dividends on stocks short cannot be offset against dividends credited. The charge for the dividends on short stock is an addition to the cost of the stock to be covered. Dividends credited, however, must be reported in full.

"Measuring a Retail Market"

The efficiency of various manufacturing processes has long been the subject of elaborate study and experiment on the part of engineers and manufacturers. War stimulus expanded and stressed maximum production. Therefore, these phases of our business problems are well understood.

Methods of distribution are, unfortunately, not subject to such precise determination, and it is for this reason that our problems of marketing are now more pressing than those of manufacture. It is safe to say, however, that part of the danger resulting from this maladjustment of industry and commerce is being averted by realization of this fact. Widespread efforts are being made to bring distributive methods to an efficient basis, and it is with this idea that the Bureau of Foreign and Domestic Commerce has just published Trade Information Bulletin No. 272, "Measuring a Retail Market."

In a general discussion of this subject it is impossible to suggest all of the many factors that a retail merchant should consider in the analysis of the individual market. Indeed, factors that may properly seem of paramount importance to one specialized retailer may not have been touched upon. The dealer in electrical appliances, for instance, will be intensely interested in knowing the number of homes and apartments that are electrically lighted and equipped. Such information would be of little value, however, to a distributor of clothing, except as one of a number of possible indexes of the standard of living of the community.

But when all the elements which play upon distribution have been named over, two basic elements stand out as of prime importance and consideration in measuring the retail market, namely, population and purchasing power. Given enough people in sufficient density in a certain community with money above the average, and there is a consuming power in that community which can be expected to absorb a large amount of merchandise. A study of these two elements, of course, will not give any absolute results or formulae for future guidance. Buying habits will differ and change, and there can, therefore, be no possible fixed rule that may be applied even to a single commodity. There are, however, certain products that are common to the needs of us all, and for these it seems only fair to assume that population data should be a fair index of the potential market. Other merchandise, belonging to the nonessential class, is brought more in proportion to the purchasing power of the individual.

A careful market analysis by the retailers may do much toward smoothing out some of the irregularities in busi-

A G&Z creation—the “Feronese”
(patented) service, whose novel charm
and popularity have earned the sin-
cere flattery of attempted imitations.



Of particular interest among the new arrivals, are a number of smart patterns in china dinnerware: and an outstanding collection of fine plates in service and other wanted sizes: embracing gold encrustations, cobalts, and brilliantly patterned types.

The well-known “Leerdam” line of glass includes several new cuttings in crystal: reproductions of fine old glass in antique amber, and many popular shapes of colored glass, including the “Feronese” illustrated.

These, together with the most inclusive selection of Venetian glass in the country, and an equally fine display of Italian pottery, make our display, from the buyer’s point of view, a thoroly satisfying one on every count.

GRAHAM & ZENGER, INC.

104 FIFTH AVENUE
NEW YORK

ness conditions. Without going into the controversial cause for the changing periods of prosperity and depression in business, it can certainly be said that during periodic intervals there is overproduction by the manufacturer, with its attendant evil, an over-buying by retailers. If all the distributive markets from the manufacturer to the consumer could be accurately determined, then excess production and overbuying might be eliminated to a large degree and a real service rendered to society.

Menace in Hand-to-Mouth Buying

MOSESSOHN, executive chairman of the United Women’s Wear League of America, has undertaken to convince the bankers of the United States that so-called hand-to-mouth buying on the part of the retail trade is not only increasing the cost of merchandise to the consumer, but threatening finances and credits.

Inspired by literature received from Government sources, in which retail policies of refusing to load up with merchandise for long periods in advance is commended as sound merchandising policy, Mr. Mosessohn has taken up the other side of the argument in a letter which he sent to Governor Strong, of the Federal Reserve System; William E. Knox, president of the American Bankers’ Association, and E. W. McCullough, manager of the De-

partment of Manufacture of the Chamber of Commerce of the United States.

In this letter he says:

“It is my impression that the Government at Washington seems to consider hand-to-mouth buying a splendid proposition, for I am informed it is the Government’s assumption that hand-to-mouth buying indicates splendid transportation facilities in this country. In other words, if retailers at various points were not able to get their merchandise quickly on account of rapid transportation, hand-to-mouth buying would not be indulged in. This is both theoretically and practically wrong.

“The reason that hand-to-mouth buying, particularly in the garment trades, is indulged in is that many of the retailers are using their vast buying influence in forcing the manufacturer to accede to something that is economically and basically wrong.

“As you know, in former years the retailer bought seasonally, and, when necessary, went to his local bank and secured the proper credit in order to finance his purchases. Under the hand-to-mouth buying plan, the retailer does not have to apply to his bank at all, for in buying in small quantities he is forcing the manufacturer to put in large stocks and have them ready for shipment at a moment’s notice. In order to be able to carry large stocks the manufacturer necessarily must require more ample banking accommodation than he previously had.

SALESMAN WANTED

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"What is the result? There is a greatly increased overhead due to additional expense for extra bank loans, additional rental, additional help, etc. Where the manufacturer cannot keep large stocks on hand, he must, necessarily produce merchandise in small quantities, as requested by the retailer. Producing merchandise in small quantities is a very expensive proposition, as, instead of cutting 100 dozen or other large quantities at a time, he must cut in dribs and drabs. The cost of this is enormous, and, naturally, it will have to be paid by the ultimate consumer.

"From the banking standpoint, it seems that the American Bankers' Association must take cognizance of this new system of buying, for it certainly will eliminate the local banks all over the country from a great deal of their profitable business, for the reason stated above."

Buyers in New York

JANUARY 16TH, 1925

R. E. Anderson, housefurnishings, electrical goods, Daniels & Fisher Stores Co., Denver, Col., 35 West 39th St.
Louis A. Sundlun, gifts, Lupien's, Pawtucket, R. I., Claridge.
A. P. Shannon, dolls, toys, M. Seller & Co., Portland, Ore., 395 Broadway (Robt. A. Keller).

JANUARY 17TH, 1925

Louis A. Sundlun, gifts, Lupiens, Pawtucket, R. I., Claridge.
H. Walerstein, crockery and glassware, housefurnishings, Weisberger Co., Richmond, Va., 115 West 30th (B. F. Levis) Pennsylvania.

JANUARY 19TH, 1925

A. Dagleish, gift goods, Symons D. G. Co., Butte, Mont., 141 Fifth Ave. (Broztell).

J. E. Myers, china, lamps, Piersol Co., Inc., Lancaster, Pa., Pennsylvania.

H. Jaffer, vacuum bottles, Herzfeld-Phillipson Co., Milwaukee, Wis., 1164 Broadway (Fellows Buying Corp.).

JANUARY 20TH, 1925

J. B. Haines, housefurnishings, china, J. B. White Co., Augusta, Ga., 23 East 26th St., (W. T. Knott).

E. D. Austin, china, glassware, Austin & Co., Battle Creek, Mich., 25 West 23rd St., (Morimura Bros.).

H. Ostrowsky, toys, H. Ostrowsky Co., Chicago, Ill., Pennsylvania.

W. J. Juhan, Jr., housefurnishings, toys, Union D. G. Co., Macon, Ga., 23 East 26th St., (Mdse. Reporting Co.).

G. A. Searle, crockery, silverware, Schuneman & Evans, Inc., St. Paul, 220 Fifth Ave., (F. Atkins).

JANUARY 21ST, 1925.

N. Reus, toys, O'Neill & Co., Baltimore, Md., 276 5th Ave. (C. A. Cook) Imperial.

C. H. Guest, housefurnishings, Jordan Marsh Co., Boston, Mass., 432 4th Ave.

L. Neubrik, toys, glassware, china and housefurnishings, Crowley Milner Co., Detroit, Mich., 100 West 32nd St.

L. A. Sundlun, gifts, Biltmore Remembrance Shop, Providence, R. I., Claridge.

Department of Commerce Reports on Earthen and Stoneware

Domestic exports of earthen and stoneware from the United States by countries for the month of November is given as follows:

Countries	Table, toilet or kitchen ware		Other earthen stone and crockery ware	
	Pounds	Dollars	Pounds	Dollars
France	—	—	—	—
Germany	—	—	110	12
Norway	—	—	—	—
England	—	—	1,800	575
Ireland	205	15	—	—
Canada	1,605	440	1,028,749	15,529
British Honduras.....	847	141	—	—
Costa Rica	—	—	868	165
Guatemala	—	—	—	—
Honduras	2,812	722	3,314	636
Nicaragua	748	162	140	34
Panama	1,107	151	2,301	362
Salvador	556	134	—	—
Mexico	4,363	1,127	128,516	3,687
Miquelon & St. Pierre Is...	—	—	1,720	82
Newfoundland & Labrador	—	—	1,021	112
Bermuda	1,968	626	865	227
Barbados	—	—	23	16
Jamaica	115	76	1,500	821
Other Brit. West Ind.	50	18	7,770	268
Cuba	16,545	3,497	1,445,233	19,577
Dominican Republic.....	30	16	108	30
Dutch West Indies.....	76	18	—	—
Haiti	50	15	1,688	403
Virgin Is. of U. S.	46	12	200	29
Argentina	—	—	756,946	9,767
Chile	115	26	—	—
Colombia	78	16	1,054	631
Ecuador	—	—	—	—
British Guiana.....	—	—	283	77
Peru	—	—	1,571	315
Venezuela	90	56	128	47
British India.....	—	—	—	—
Ceylon	75	44	—	—
Other Brit. E. Ind.	—	—	—	—
China	—	—	883	201
Chosen	—	—	124	72
Japan	—	—	490	21
Philippine Islands.....	—	—	2,246	726
Australia	—	—	30	27
New Zealand.....	—	—	231	53
Belgian Kongo.....	—	—	—	—
British S. Africa.....	—	—	—	—
Other Port. Africa.....	73	58	—	—
Total.....	31,554	7,370	3,389,912	54,502

30th Anniversary Celebration of Founding of World's First Collegiate Department of Ceramic Engineering

BY PROF. ARTHUR S. WATTS

THE 30th anniversary of the beginning of collegiate courses of study in ceramic science and engineering will be celebrated next February. From the small but daring beginning 30 years ago ceramic engineering and science has progressed until now it is in ten colleges in the United States and in one in Canada. Two additional colleges in America are considering ceramic departments.

From the state of Washington in the west to New York and New Jersey in the east; from Ohio in the north to Georgia in the south, the states are responding to the demand of their ceramic industries for leadership in ceramic education and research. Special and well equipped buildings have been provided in most of these Universities. From wee beginnings, under discouraging apathy and derision on part of the industries, collegiate ceramics has so proven its value as an aid to the industries that the demand now is for more facilities for training young men to take industrial leadership.

The demand for a more thorough searching of the scientific fundamentals and of their application to the problems of production and use of ceramic wares is being pressed by both the producer and the consumer. Although much has been accomplished, the urge now is to know how to wrest from the unknown the large amount of basic information which our present knowledge discloses as needed but not available. Trained men and proven facts are demanded.

The colleges during the past thirty years have not been the sole producers of men trained in ceramic arts and sciences. The press and the industrial societies and associations have produced information and made known the benefits of systematic acquisition of scientific knowledge. The federal and state bureaus and surveys have done much and great credit is due the many industrial laboratories. Much also, has been accomplished by individuals in the shops. The Universities have only done their part but their part has been important.

The part played by the Universities was not the beginning. Individuals here and there for centuries wrought and recorded. Fragmentary knowledge from many personal experiences were collated, proven and finally became basic knowledge common to all who would read. From this common knowledge individuals experimented diversely, and as each found a new machine, process, treatment or mixture he produced a new line. Inventions and "experts" multiplied in number. Finally as chemistry and physics gave systematic or "scientific" methods of experimenting, Herman A. Seger in Germany and Karl Langen-

beck in America sought the basic principles and facts. To Seger and Langenbeck we owe a great deal for the beginnings of scientific ceramics.

Then a young man, well-grounded in metallurgy, geology and chemistry saw by chance the great possibilities in applying to ceramics the same systematic application of the fundamental sciences which had so recently (30 years ago) given such impetus to the metallurgical industries. He soon found the scientific records of Seger and Langenbeck and the large accumulation of results of unscientific trials and personal observations. From these he worked out a two and a four year course of study. This young man was Edward Orton, Jr. He stands with Seger and Langenbeck as one to whose individual efforts credit is due for much of the ceramic progress during the past thirty years.

That the beginning of systematic collegiate training should have been made at the Ohio State University was no accident; it was because of Edward Orton, Jr. He was intimately associated with the University. No other person had conceived and put into workable form a collegiate course of ceramic training. It was his inspiration, his energy, his systematic approach and his thorough prosecution to a finished result that made the Department of Ceramics a successful concern, demonstrating to the unbelieving and hardly tolerant that ceramics was reducible to a science.

Following the success at Ohio State University, the clay workers of New York, New Jersey, Illinois and Iowa demanded and established similar courses of study. Since then North Dakota, Washington, Georgia, Pennsylvania and North Carolina in America and Saskatchewan in Canada have established collegiate ceramic departments. Massachusetts Institute of Technology is starting a ceramic department.

The inspiration of that young metallurgist is now a realization much beyond anything he or his associates thought possible.

We should take stock of what has been accomplished in these thirty years; a balance should be struck, and a study made of the means for making during the next thirty year period even a greater progress. The rate of accumulating basic scientific information is excellerating. More agencies are at work and more production means are available. We should, however, remember that there had to be a beginning and that the establishing by Prof. Orton at Ohio State University of a ceramic department was the

(Continued on page 31)



CAUGHT IN THE NEWS NET

THE Fred C. Reimer Co. are now in the midst of preparations for removing their office and salesrooms to 49-51 West 23rd St. where they will occupy the first floor of the building about February 1st.

Ferdinand Bing & Co.'s Successors are adding the fifth floor of the building they occupy to their display space. After being thoroughly renovated and re-decorated this floor will be devoted to the lines of Spanish furniture, pottery and other novelties which this concern imports.

Frederick Skelton well known manufacturers representative leaves the latter part of this week for Atlantic City where he will spend a few weeks taking the rest cure. Mr. Skelton suffered a nervous breakdown during the summer and feels the need of a respite from business cares to put him on his feet.

David and Max Pasmantier of John L. Pasmantier & Sons, china decorators and wholesale dealers in dinnerware and pottery returned the latter part of last week after spending several days on a visit to the Pittsburgh Show.

Wm. R. Nye of the Maddock & Miller, Inc., traveling staff arrived in New York on Sunday to prepare his new sample lines to leave for his territory on Thursday.

T. W. Hamilton, 139 Fifth Ave., New York, has been appointed New York representative for the New Cumberland Glass Mfg. Co., New Cumberland, W. Va., and expects to have a complete line of samples on view at his salesroom within the next week.

D. S. Brown was a new buyer in the local market this week buying for Genuing, McArdle & Lenney, Inc., White Plains, N. Y. Mr. Brown's former activities in the business, were many, many miles from here, he having formerly been buyer from Mannbyars, Ltd., Glasgow, Scotland.

Ernest W. Merrill china, glass and housefurnishing buyer for the New England Furniture and Carpet Co., Minneapolis, Minn., in a letter to the CROCKERY & GLASS JOURNAL reports last December as the biggest month in the china department that the concern has ever had, and without quoting figures says it was a

"good one." He is now busily engaged taking inventory, after which he expects to make a buying trip to the New York market, arriving here about February 5th.

B. Wille and A. S. Brusser, with Ferdinand Bing & Co.'s Successors, New York leave Friday for the Gift Show in Chicago.

Crockery Board of Trade Elects Officers

The annual meeting of the stockholders of the Crockery Board of Trade was held at the Manhattan Club, New York, on Wednesday, January 14. Officers and various committees were elected for the year after a luncheon. Following the reading and approval of the reports, it was on motion ordered that the following extract from Secretary Owen's report be sent to all members:

Regarding Reports and Commercial Fraud

The principal work in which your office has been employed has been the collection and dissemination of credit information, and faithful endeavor has been made to secure all data which would be helpful to our members in their credit departments.

Perhaps it may be said that there never was a time when it was so necessary as it is now to carefully scrutinize and investigate applicants for credit. The spirit of lawlessness is not only on the streets, docks, country roads and on the sea, but bandits are attacking credit departments. Their methods are not as spectacular as those of their brethren of the gun and mask but are probably more effective in securing larger amounts of loot. It has been estimated that losses to merchants through these activities have aggregated a tremendous sum.

Some months ago we issued a warning—IN RED—making it as emphatic as we could. Since then there have been at least two attempted holdups of the trade in which one or two of our members suffered a loss notwithstanding our urgent warning.

We know that a number refused the orders because of our reports.

References and financial statement, though apparently making a good showing, cannot be safely accepted. Even previous good record and present favorable commercial agency reports are not always a safe guide, especially when an unusually large order is received. In such cases members should make inquiry of the Board, stating that an unusually large order

has been received. Frequent inquiries on a concern indicate overbuying and a special inquiry is made. Responses to these special inquiries have frequently indicated a fraudulent failure and have saved large losses.

Your Association is mutual and cooperative. It cannot be highly efficient unless all will aid. It is not fair or equitable for members to receive and not give. The ledger experience of an entire trade on a given concern furnishes the very best information on which to base credit. Therefore, every member should respond promptly and fully to the Board's inquiries on those concerns of whom they have knowledge. This is an advantage even from a selfish and individual standpoint. Our record shows who reports on each concern. This enables us to notify those who have shown they are interested in case unfavorable news is received. Thus we have been instrumental in stopping shipments and deliveries and consequent losses.

Therefore, in justice to themselves as well as to their fellow members, urgent request is made that credit departments of members reply immediately to all board inquiries.

Full cooperation means complete information—and care and good judgment and credit losses should be few.

C. A. Holbrook, New York manager of Edward Miller & Co., Meriden, Conn., was again elected president. Mr. Holbrook is one of the oldest members of the Board and for many years served as its treasurer. Curt G. Pfeiffer, of Geo. Borgfeldt & Co., was again elected first vice-president, and Edward B. Dickinson, the china and earthenware importer, was elected second vice-president. Frederick S. Hunt, of the Bradley & Hubbard Manufacturing Co., was re-elected treasurer. L. S. Owen was once again elected secretary.

Committees are as follows:

Executive committee—L. S. Hinman, of Theodore Haviland & Co., Inc.; Edward B. Dickinson, of Edward B. Dickinson, Inc.; Gilbert M. Smith, of the Manhattan Brass Co.; William S. Pitcairn, of the Wm. S. Pitcairn Corporation; George B. Jones, of Johnson Bros., Ltd.; Herman C. Kupper, of Herman C. Kupper, Inc., and Kennard L. Wedgewood, of Josiah Wedgewood & Sons, Inc., of America.

Arbitration Committee—Lucien D. Bloch, of L. D. Bloch & Co.; John J. Miller, of Maddock & Miller, Inc., and Charles W. Cowles, of Morimura Bros., Inc.

Membership Committee—E. John Ridgway, of Meakin & Ridgway; William R. Noe, Jr., of Wm. R. Noe & Sons; Alfred H. Holbrook, of Geo. F. Bassett & Co.; Henry Witte, of Guerin-Pouyat-Elite, Ltd., and C. W. Cowles, with Morimura Bros., Inc.

Trustees for term expiring January, 1927—Frederick S. Hunt, of the Bradley & Hubbard Manufacturing Co.; Julius Rosenfeld, of Lazarus & Rosenfeld; Hugh C. Edmiston, importer, and L. S. Hinman, of Theodore Haviland & Co., Inc. Trustees for term expiring January, 1928—Curt G. Pfeiffer, of Geo. Borgfeldt & Co.; Kennard L. Wedgewood of Josiah Wedgewood & Sons,

Inc., of America; C. A. Holbrook, of Edward Miller & Co., and James B. Boote, of Edward Boote.

Harry Ross Honored at Pittsburgh Sales

Harry A. Ross, the efficient and genial sales manager of the Pittsburgh Lamp Brass & Glass Co., Pittsburgh, Pa., was greatly and agreeably surprised last week, when as a token of the high esteem in which he is held by the concern's sales staff, he was presented by them, at a dinner given by the company at the Hotel Henry, with a very handsome platinum watch and a diamond Shriners' pin. These were presented on behalf of the sales force by Earl H. Giles, assistant to Mr. Ross.

Mr. Giles, at the conclusion of his presentation speech, was in turn surprised almost to the point of speechlessness, when he was presented by the sales staff with a beautiful Shriner's and Scottish Rite watch charm.



Harry A. Ross

Banquets were held on the first two evenings of the convention at which Nicholas Kopp, vice president and general manager of the company, delivered very instructive and interesting addresses. These were attended by fifty some salesmen and officers of the concern.

The special occasion for the gathering of the sales force of the company at this time was a three days sales conference which was attended by the concern's sales representatives from coast to coast.

The convention was opportunely timed by the company to have the men in Pittsburgh during the Annual Glass and Pottery Exhibit so that they might view the concern's display at the Fort Pitt Hotel, where the new lines for 1925 were displayed for the first time. The men manifested exceptional interest in the new Pompeian Glass and many other ideas originated by Nicholas Kopp.

Much enthusiasm was evidenced at the convention which was by far the most successful ever held by this company. From the general trend of the talks made by each man and the conditions in the various territories comprising every part of the United States and Canada, the consensus of opinion indicated a very prosperous and successful 1925.

OBITUARY

Charles L. Dwenger

The passing of Charles L. Dwenger, former well-known china and glassware importer, on Thursday, January 15th, will be learned with sorrow by a host of friends in the china and glassware trades who have very pleasant and treasured memories of their association with him during the many years he was connected with the business.

Mr. Dwenger, who was in his seventy-seventh year, started as a young man for the old importing firm of Kettle, Klingenburg & Leonard, importers of china and glassware and allied lines on Barclay St., where his ability won him advancement with the concern, until in later years when the concern was known as Klinkenburg & Leonard, he assumed the management of the business. Still later upon the death of Mr. Leonard, Mr. Dwenger became a partner with Mr. Klingenburg, the business then being conducted under the name of A. Klingenburg. This was continued until January 1, 1894, when Mr. Dwenger took the entire concern over, operating it under his own name at 33-35 Park Pl., later removing to 41 Barclay St. He was exceedingly successful for years handling A. K. French china and well-known lines of German china. After the war came on in 1914, Mr. Dwenger, rather than continue under difficult conditions, that were brought about by the world conflict, decided to close the business and retire, which he did January 1, 1915.

Mr. Dwenger had been in ill health since three years ago when he had double pleural pneumonia, which left him in such a weakened condition that he never fully recovered his strength. In August he developed what is known as Hodgkins disease, which is a self poisoning, and a gradual wasting away. He continued to grow weaker and weaker until the end came. He leaves a widow. Funeral services were held at his late residence, 925 West End Ave., New York, on Sunday afternoon.

Percy Frost

Percy Frost, western representative for the Hanovia Chemical Co., Newark, N. J., and one of the most widely known pottery decorators and artists in the generalware industry, died suddenly at his home in East Liverpool the night of Jan. 16. Mr. Frost had been in his usual good health. Following his retirement from the management of the decorating department of the Knowles, Taylor & Knowles Co., Mr. Frost engaged for a considerable period as an art designer. He then was appointed western representative of the Hanovia Company. Mr. Frost was one of the first members of the Elks Lodge, East Liverpool, and also one of the choir of St. Stephens Protestant Episcopal Church.

Emile Gerard

A cablegram was received at the offices of Haviland & Abbot Co., New York, on Monday of this week, announcing the death at Limoges, France, of Emile Gerard, former managing director of the Porcelaines G D A fac-

tory, manufacturers of the well-known Chas. Field Haviland china, at Limoges.

Mr. Gerard, who had started as a china decorator in early manhood, in later years became an authority on the subject and rose to one of the best known of the Limoges china manufacturers.

He was one of the partners, which in 1881 formed the firm of E. Gerard Dufrassieux & Morel, assuming the management of the Ch. Field Haviland china factory, formerly known as the old Alluaud factory, which was founded in 1797.

The above mentioned partnership was changed to E. Gerard, Dufrassieux & Co., in 1891 and incorporated in 1901 as Porcelaines G D A.

Mr. Gerard was the managing director of the concern until 1922, when he retired from active control. Since then his son-in-law, Georges Clappier, has with two other directors had the management of the corporation.

Mr. Gerard, who was 75 years old, leaves a widow and one daughter, Madame Clappier. His only son, Raymond, was killed in the war.

Annual Glass and Pottery Exhibit Ending a Successful Three Weeks

Final records of the number of buyers who visited the 45th Annual Glass and Pottery Exhibit this year will show that all former records have been exceeded. It is now known that over 1200 buyers were registered at the Ft. Pitt Hotel, Pittsburgh, this season and there were many other buyers in the Pittsburgh and East Liverpool market whose names do not appear on the records.

The annual show will close Saturday and from its opening on January 5th salesmen were busy all the time. It is now recalled that the buying capacity of the buyers who were in Pittsburgh the first week of the show proved to be about the heaviest of any one period during the season. This was the large eastern department store trade. Then followed the middle west trade and then came the western and southern buyers. The latter continued to arrive in the market during the closing week of the Exposition.

Very little complaint has been suggested by the salesmen about the volume of orders. Here and there it was said that some buyers did not order particular lines in the volume they did last year but this condition was offset by the amount of business received from new customers which means that many salesmen opened many new accounts which means much to the factories during the year to come.

In the dinnerware lines the movement of merchandise has been active during the entire exposition. New patterns are in good request and the trade has been rather liberal in ordering the old open stock patterns. The new shapes offered this season have had a heavy demand and it seems that these offerings will sell well throughout the year.

All exhibitors will close their display rooms Saturday although a few may remain over Monday and Tuesday of next week.



WHAT THE POTTERIES ARE DOING



ALL in all the buying season in the local generalware district during the last three weeks has been about up to normal, and it is declared by close observers that on the whole plants throughout this territory will be operated on rather active schedules during the first quarter of the year, and pretty well into the second. Some of the manufacturers have shown a disposition to take on such volume that would allow them to make rather prompt deliveries. There are others, however, who are connected with sales departments who hold the view that orders will be in good receipt throughout the year, this thought being gathered from conversations with buyers and those who are anticipating active business throughout the year. It is admitted that more buyers have been in the local district this month than has been the custom, a number of new faces appearing on the scene, and practically all of the "old timers" as they have been properly classed. Not a few who have been in the district were here for the first time, for the purpose of getting their first intimate view of the plants and also the various lines. For these people, their visit to the market has had a broadening effect, and has resulted in much good.

In the reorganization of the Potters Co-Operative Co., the new officers will be: President, Harry McNicol; vice-president and general manager and treasurer, Patrick McNicol; secretary, T. A. McNicol; sales manager, Lester McNicol. Patrick McNicol is at the head of the Standard Pottery Co., while T. A. McNicol is at the head of the T. A. McNicol China Co. The close contact between these three distinct corporations gives each a possible production of 30 kilns, placing the output the third largest in the local generalware district. The Chicago, Ill., office of the Potters Co-Operative Co., is to be closed, and George A. McNicol, who has been in charge, will return to East Liverpool and assume the management of one of the departments, in which he was active before being placed in charge of the Chicago office.

The new shape of the Knowles, Taylor & Knowles Co., their "Coronado" has proved to be a very popular one with buyers who have been in the district this season, and also among those who viewed the shape at the William Penn Hotel, Pittsburgh, which display was in charge of James P. Gordon. "We're more than pleased with the reception the shape has received," declared John B. McDonald, manager of sales for this organization. "We never brought out a new shape that we showed in such a variety of exclusive treatments as we have on the 'Coronado,'" he suggested.

A meeting of the stockholders of the American Potteries Co. was held here Tuesday for the purpose of dissolving the corporation, of which J. M. Wells, was president. The company was active in the selling business for some years, its distribution also including a general line of glassware. The charter of the company is to be surrendered and the business closed, which at this time was a matter of form only.

Operations have been resumed at the plant of the Acme Pottery Co., Crooksville, O., manufacturers of a general line of stoneware. The plant has been idle for some weeks, during which season a number of repairs to the property were completed. According to reports from the Crooksville district, the outlook for active operations in all stoneware during the current year is exceedingly bright.

The "Superior" shape of the Carrollton Pottery Co. this season is proving very popular with the trade, and especially the new patterns that are to be had on this shape. The Carrollton line includes four very attractive new patterns this year. Border designs predominate.

So many buyers who were in the market this year accepted the invitation of the Homer Laughlin China Co. to visit their new No. 6 plant and watch the operation of their new tunnel kiln. An invitation to visit the plant was extended by the company to all the trade. The total productive capacity of the Homer Laughlin China Co. is now placed on a basis of 100 periodic kilns.

The announcement is made by the W. S. George Pottery Co. of East Palestine, O., that its Chicago, Ill., and adjacent territory hereafter will be in charge of Walter S. Redfield, who also represent the S. A. Weller Pottery Co., and the Heisey glass line in the same district.

An extension program has been worked out by the management of the Saxon China Co., at Sebring, O., which will result in an expenditure of approximately \$70,000, according to General Manager Ray Y. Cliff. It is now proposed to increase the capacity of this plant about 20 per cent. The company will erect an addition 45 by 190 feet, and a Holcroft tunnel kiln will be placed in this unit. Because of the success of this design of kiln in the plant of the French China Co., it is now proposed to erect one at the Saxon,
(Continued on page 30)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



A REVIEW of the various exhibits at the 45th annual Glass and Pottery Exposition which closes Saturday brings one salient point to the surface, and this is, that some remarkable values were offered by practically all exhibitors. This includes the merchandise featured in all lines. It is also a matter of record that while buyers here and there did a bit of shopping, there was not as much of this done this year as has been the custom during former exposition seasons. Many department store buyers were quick to take advantage of the splendid values, and as a result some rather liberal business was placed with salesmen, both for immediate and future shipment. In the glass lines, the assortment of novelties was the heaviest ever displayed here. In fact there was about everything that the buyer could wish for. If an item was not available in one display room it was in another. Concerning the dinnerware lines, the demand for open stock patterns was good throughout the season, and the new patterns are said to have been in very active request. As a matter of fact all department store buyers placed new specifications for their old open stock patterns, it being the desire to continue these popular lines. Lighting glassware lines were also in very active request during the entire exposition season, and salesmen with these lines do say that the volume of orders booked exceeded that of the season of 1924.

It was the Westmoreland Specialty Co. that had the largest force of salesmen on duty during the Glass and Pottery Exposition. From the opening until the close of the event, there was activity in the display room, which was the Assembly room of the Ft. Pitt Hotel, and not only did buyers become interested in the display, but hundreds of "outsiders" scanned the most recent creations in the display of this company. For many months before the opening of the exposition the various departments of this company were actively engaged in designing shapes and decorations for their 1925 line, and when it was presented, a host of new creations, both in shapes, combination of colors and decorations were presented. The new "Prince of Wales" line was given the commanding position in the display. The patented lotus flower design, which was shown in bowls and flat pieces, which was offered in green and also alabaster glass was sold to practically every buyer who visited the display.

As is usual with the Economy Glass Co., Morgantown, W. Va., which is under the management of George Daugherty, another new line was shown this

year for the first time, mention of which intent was previously made in the JOURNAL. This is their spiral optic line of blown and stemware. The line is available in both crystal and colors. The usual line of novelty pieces is being featured by the Economy Co. this year.

W. A. Reaper of the Co-Operative Flint Glass Co., who featured the new "Sunset" line of glass at the Ft. Pitt this month declared to the JOURNAL that the feature has proved to be one of the most popular ever created by this factory. This line is to be had in both flat pieces and vases, bowls and salvers. The run of colors in the line of plates, seems to be getting better all along, and this line proved just as attractive this year as when it was first presented a year ago. The company this year has added a new flower set, while its new console set is one of the most attractive shown by any factory this season.

By having a sample room right in the heart of the city, the United States Glass Co. was called upon to take care of a larger number of buyers this season than ever before. Their new sample room on Liberty Avenue, which is in charge of Henry W. Nickel, was an active spot throughout the duration of the buying season. Mr. Nickel was assisted by the entire corps of salesmen, many from resident sales rooms having been called into the home office to look after the interests of the buyers.

The Libby Glass Mfg. Co., of Toledo, O., is now making a special feature of its "Libby Safedge Nonik" glassware, and this combination item was shown for the first time during the buying season here. The Libby interests recently took over the Nonik patents and organization, and the full line of the former Nonik corporation is now being marketed by the Libby company.

It is considered likely that the plant of the Weston Glass Co., Weston, W. Va., which suffered a rather severe loss recently because of a tank bursting, will be unable to resume operations for probably five weeks. It is said the company had a loss of about \$25,000. Repairs to the plant are now in progress, however.

Chester DeBois, the dean of the glass salesmen, was about the Ft. Pitt Hotel this year as usual. "I always want to be around the big show and meet the boys," Mr. DuBois declared.

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Italian Pottery in New Designs and With New Uses

ITALIAN pottery of all sorts, in many designs and shapes and for varied uses are to be seen in the showrooms of Ferdinand Bing & Co.'s Successors, 67-69 Irving Place, New York. It is difficult to know where to begin in describing these beautiful wares from the land famed for its art. One line of especially unique character is in solid colors which are delicate and soft in tone, due to the texture of the clays from which they are modeled and to the glaze. They are reproductions of the well known Deruta ware and are indeed lovely. Jade green, a soft rich shade of blue, yellow and lavender are the predominating colors. Console sets with twisted candle sticks and footed boat shaped bowls, odd shaped flower vases in shell like fashion, large jugs, teasetts, bowls, etc. are to be found in this ware. One piece of exceptional interest is a flat covered bowl with knob in shape of a fruit, strawberry, or raspberry, etc. in natural colors. There are other bowls in jet black with garland of flowers and leaves in natural colors in relief about the top. These are most charming and make an instant appeal. Another unique number with a fascination all its own is a goose console set. Thirty-two white geese form the bowl, each with its yellow bill nestled in the shoulder of the one in front. These creamy white birds march in endless array about the bowl, their yellow feet treading in green grass. Truly a quaint conception is this number. The candle-sticks harmonize having four geese about the foot and a stem decoration of pale pink flower petals. A green water jug has a parrot handle, vivid in brilliant natural colors. This is one of the most unique pieces in the lot and very lovely. Many other designs both in useful and purely decorative ware are among the recent arrivals in these show rooms but they must wait until a later issue to be described.

New Glassware of Distinction

Alex Menzies is rejoicing in some beautiful new lines of glassware recently received from the Cambridge Glass Co., Cambridge, O. at his showrooms of this company at 184 Fifth Ave., New York. Five new lines in gold encrustations include cake plates, sandwich trays, high and low footed comforts, cracker and cheese dishes, candy boxes and jars, vases, salad plates, etc. Colors are amber, cobalt blue, mulberry, besides

crystal. One design is a solid encrustation border in conventional pattern broken by medallions in open work effect which makes a charming contrast to the solid border. In another this design is exactly reversed the same border design being worked out in open effect and medallions—the same designs as those described above only in solid gold. These are surprisingly effective numbers. Another line has a gold band about a half inch from the edge. This is simple in character, open through the center and broken by round medallions with six petal flower conventionalized, as a motif. Another innovation for this concern is a line of onyx effect glass are in fancy pieces, bowls, vases, candlesticks, etc. One salad bowl of great distinction has an embossed leaf border about the top and embossed flutings about the body. Ram's heads form the handles and add to the charm and rare beauty of the piece. A new block optic also claims attention. This is a rounded oblong, smaller at the base of each article and larger toward the top. Crystal, mulberry, emerald and amber are the colors in which this optic is made. Dolphin and plain Colonial candle sticks complete the line of bowls, pitchers and other table and fancy ware. These are also made with white and yellow gold border. Rubina is a new color used for a full line of stem ware and fancy numbers. This shades from blue to a red, like the old fashioned changeable silks and is very lovely. New items are still arriving from this factory all of equal charm.

Royal Worcester Novelties

Interesting new novelties in ash receptacles of Royal Worcester ware are being shown by Maddock & Miller, Inc., 39-41 W. 23rd St., New York. One of these is in powdered green with a black edge and a gaily colored bird perched, in a very comfortable appearing fashion, upon the edge. Another is solid black and also has a bird decoration in the center. One, in oblong shape and calabash color has its bird perched at one end just a little distance from the edge. Powdered blue with black edge is the predominating color of still another tray. The birds are all in the same soft shades which harmonize with the various colors of the trays and make each number charmingly decorative as well as utilitarian. Novelty and charm are characteristics required by the buyers of such fancy articles and these new numbers certainly meet these requirements in a most satisfying fashion.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

IT is no news to the trade that Ambassador Alan-son Bigelow Houghton is chairman of the board of the Corning Glass Works, but it may not be so well known that he was born in Cambridge in 1869, where his grandfather had established a glass works, and that his father, Amory Houghton, Jr., moved the works to Corning in 1869. He attended public school there and later went to St. Paul's School, Concord, N. H. At Harvard the future ambassador to England was interested in literature, becoming editor-in-chief of the Harvard Crimson, a founder of the Harvard Monthly and class poet, and making Phi Beta Kappa. He did post-graduate work at Göttingen, Berlin and Paris for three years and then entered the works at Corning in 1889, becoming second vice-president in 1903 and president in 1910, retiring in 1918 to enter Congress, from which he resigned in 1922 to become ambassador to Germany, the first after the war.

Miss Evelyn Anderson, buyer of art pottery for Jordan Marsh Co., sails next week for European markets. C. J. Robinson, merchandise manager of Jordan Marsh, is also to sail before the end of the month, together with John Aldrich with James McCreery, New York, I. E. Fronani of Woodward & Lothrop, Washington, and Robert Evans of J. N. Adams, Buffalo.

The beautiful new sample lines of the Westmoreland Specialty Co., comprising new designs in relief and new color combinations, are now on show at H. P. & H. F. Hunt Co. Fenton Art Glass Co. has some new and inexpensive bonbons, sweetmeats and vases. There are also inexpensive decorated candles, tray-and-scrapers, bells, and book-ends, and a fine enameled door-stop representing the frigate "Constitution."

At Mitchell Woodbury Co. it was stated that heavy aluminum ware has largely superseded copper vessels, though some of the chefs stick to the old time metal. All kettles are tin lined, and the dippers, which are not lined, are never long in contact with foods.

Nathan K. Atkins, well known Boston travelling man, is in New York conferring with Hawkins & Tipson, wire and flax house of London, and the Central Stamping Co., British enamelware firm, regarding a trip he is soon to make in South Africa.

At the annual luncheon meeting of the Retail Trade Board on Jan. 13 Felix Vorenberg received a testimonial for his work as president of the board for four

years and vice-president for three years preceding. St. John Morgan, new president, made the presentation. Mr. Morgan, in his address, mentioned the considerable reduction during the past year in fire insurance rates for department and specialty stores; arrangements for purchase of supplies by stores, resulting in considerable savings; educational courses for executives in which more than 600 people are registered; coöperative relations with schools and colleges resulting in improvement of personnel, benefiting employees and management alike; and the "inevitable and intangible accomplishment that results from the collective contribution of brains, knowledge and experience of the men and women who are engaged in our business finding expression through the medium of this board."

E. S. Brown Co., one of the largest department stores of Fall River, has been sold to a new company, consisting of Harry L. Burrage, president; George T. Winchester, vice-president; Henri H. Kaufman, treasurer, and Albert H. Kitching, assistant treasurer. All are of Boston, except Mr. Kaufman, who is a Fall River man. The store was founded fifty-one years ago by the late E. S. Brown.

The storehouse of the Concord Furniture Co., Concord, N. H. suffered damage estimated at \$100,000, partly covered by insurance, in a fire on Jan. 18.

Guild & Gray, Inc., Boston, are incorporated to deal in novelties; 1000 shares capital without par value; William Guild, Arlington; Daniel E. Gray, Somerville, and Ralph L. Rhodes, Quincy are those interested.

The Ideal Location for a Pottery or Clay Products Plant is Fairmont, West Virginia

Cheapest electric power, 1.6c to .5c per KWH. Vast undeveloped clay deposits. Free factory sites, good banks. B. & O., Penna and New York Central Railroads. Fine community of 32,000. Best steam coal \$1.70 per ton delivered. Low tax rates for Industries and large labor market. Your distribution costs will be lower in Fairmont. Potteries in adjacent cities with less favorable conditions operating successfully. Assistance rendered New Industries. Write: Fairmont Chamber of Commerce, Fairmont, West Virginia.

Assistance Rendered New Industries

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FAIRMONT CHAMBER OF COMMERCE
FAIRMONT, WEST VIRGINIA

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are
Doing to Promote Trade in China, Glassware and Allied Lines

BY BEATRICE MILLER WISNER

AN appealing suggestion of spring is evidenced in a lovely window displayed by Ovington's, in which delightful blue stem-ware is a prominent decoration of a table set with glasses and service plates, of delicate white and blue coloring, carrying out the blue bird color which brings Maeterlinck to mind and catches a note of springtime loveliness. The stemware have stems of blue glass, while the bodies are of white glass finely etched. The service plates show lovely borders of blue with floral decorations and gold bands. Appropriate lamps and torchiers add to the splendid appearance of this attractive window.

Several departments of R. H. Macy & Co. are specializing in attractive items. Bird cages bring a note of spring to the basement department where Hartz mountain canaries are on sale for \$4.69 and brass bird cages in two sizes, priced respectively at \$4.24 and \$5.09. These cages have three perches, a swing and two porcelain cups. A wrought iron portable stand can be had to hold the cage, priced at \$1.39, making a convenient and good looking cage and stand combination. Special values in stemware are offered in the same department, glassware section, of first quality lead-blown glass in needle etched plate, etched and cut designs, together with exquisite crystal hand made Venetian glass. Water goblets, high and low sherberts, cocktail, wine and cordial glasses ranging in price from 49 cents to \$2.09 comprise the numbers in this reduction sale. A special floor waxer and polisher is shown in the basement housewares section attractively priced at \$3.24, furnished with two cloths, wax and sandpaper. This floor polisher is built with a view to ease for the operator, as well as to efficient working principles. In the lamp department, sixth floor, special values in pottery table lamps are noticeable offerings, including lustrous black metallic pottery lamps, mounted, with two lights, at \$6.94. A variety of beautiful lamp shades are also on view at popular prices. Mirrors on the same floor are inviting attention, featuring buffet mirrors at \$18.89, upright mirrors at \$89.94 and \$15.89, of fine quality plate glass mitre cut, in a wide range of patterns with frames of gilt or metal leaf. These make up some of the pronounced specials in the various departments mentioned.

Lamps have an unusual attraction when shown in the lovely combinations offered by Stern Brothers, fourth floor. Bridge lamps and junior lamps gracefully modeled in combination of metal and artwood, finished in black and gold, also antique gold are excellent ex-

amples of craftsmanship, showing lovely georgette shades in the prevailing seasonable colors. These are priced at \$17.50 and \$19.75. Many beautiful shades are inducing factors and are harmonious additions to the handsome lamps. The colors are well chosen, including, black, beaver and blue lined with tangerine, and champagne, and rose lined with tangerine, and taupe lined with rose. The soft rich colorings produce a delightful effect, giving an atmosphere of elegance to the room and fittings.

New items at compelling prices are suggestions for gifts at Anthony's, Inc., Brooklyn. Service plates, of fine china, gold encrusted rims, at \$3.75 each, fine table glasses with wide encrusted gold border, at 95 cents each, dinner sets of fine limoges china, of 100 pieces, priced at \$50.00, beautiful tea sets, of eggshell imported china, in luster of various pastel shades, consisting of 22 pieces, special price \$9.95, smoking stands, in many varieties, artistic floor lamps of metal, in blue, black and green, with shade, at \$35.00, and excellent other designs at attractive prices are some of the sensational giftwares for anniversary or other occasions.

There is food for the wise in the special offerings of beautiful luminators at Gimbel Bros. lamp shop fifth floor, in many models of characteristic imported bronze, marble and porcelain lamps and electroliers. The bronze electroliers are priced for the sale at \$19.50 to \$37.50. Italian marble lamps from \$14.75 to \$225.00, boudoir lamps from \$15.00 to \$75.00, candleabra at \$50.00 pair and illuminated fruit bowls from \$8.75 to \$63.50. All these items show original designs and lovely coloring with finish and decoration of exceeding beauty marking the decorative element in each object. In the housefurnishing department on the same floor, special inducements are made in cereal sets of 15 pieces at \$4.49, yellow mixing bowls at \$1.00 for six pieces to the set, heat-proof oven ware, pie plate at 59 cents, and casserole and plate at \$1.29. These specials would set any thrifty housewife busy, thinking about the advantages of replenishing at these splendid price values.

Vantine's lamp specials showing many designs in Japanese and Chinese models, with oriental shades have a magnetic influence for coming seasons. Beautiful table lamps, reproduction of "Shippo" bronze on Japanese pottery, with cherry blossom and autumn leaf decorations embossed on blue background and black, with shade decorated to match, priced at \$9.50.

(Continued on page 31)

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

FIVE buyers from Marshall Field & Co. and buyers from four other stores left Chicago last week for Europe where they will visit many countries in the search for new merchandise. Among the points of interest that these buyers will visit will be the Leipzig Fair. The retail trade in Chicago during the past week has been largely confined to clearance sales, closing out old lines and selling of broken stock merchandise. Many unusual bargains have been offered to the buying public during the past week by the china, glassware and art goods departments.

Frank B. Tinker, manufacturers agent with display in the Shops Building, went to Pittsburgh last week to visit the glass and pottery exhibit and to confer with officials of the factories he represents.

Helm & Soukup, factory representatives, are now showing samples from the Rainaud & Foley Co. manufacturers of table and boudoir lamps and shades. The line includes many unusual lamps of pottery and glass at popular prices. Displays are located in the Shops Building and the American Furniture Mart Bldg.

Earl W. Steinbeck, head of the Steinbeck Co., manufacturers and factory representatives with offices and display at 74 E. Roosevelt Rd., left last week for Europe where he will make connections for importing art pottery and decorated glassware as well as art goods of various other materials. Mr. Steinbeck will sail from New York City on Tuesday of this week.

Ernest Bersback of Minneapolis, Minn., manufacturers agent handling crockery, glassware and lamps, visited the Chicago market last week, while en route to his home town, following a trip to Pittsburgh for the annual glass show.

The Finetone Lamp Shade Studios, 130 S. Clinton St., makers of parchment and velvoglaze shades, have opened a display on the second floor of the Furniture Mart Building with Mr. Frankel in charge.

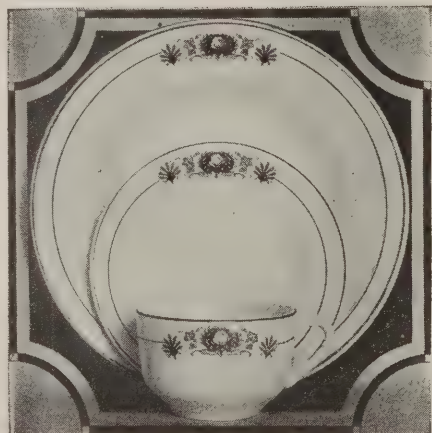
Editor's Note—It was warm in the Chicago office of the CROCKERY & GLASS JOURNAL on Friday of last week when the Imperial Building burned. Yes, we were saved, only the basement and first floor were damaged.

House Furnishing Exhibition

The first week of the Chicago Housefurnishing Exposition ended last Saturday with a general report from exhibitors of satisfactory business. The Exposition is a new event in the housefurnishing trades and one which gives promise of developing into a most important event in the future. A great variety of merchandise was on display in the exposition which was held on the entire first floor of the American Furniture Mart Building. In addition to the strictly housefurnishing lines as recognized by the trade, such as kitchenware, household electrical appliances, etc.

(Continued on page 30)

Ready for Shipment—



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A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

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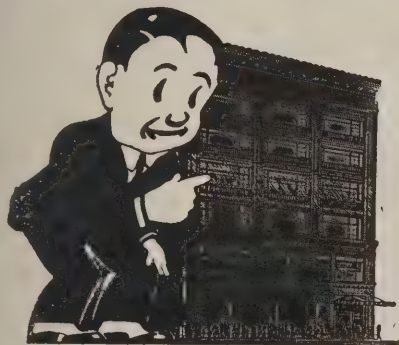
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CHICAGO MARKET EVENT~Feb. 2 to 14

Glass, Pottery, Lamps and House Furnishings

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Well rated, live wire Sales organization, calling on Jobbers, Department Stores and other large users in New York and Pennsylvania States, are open for fast selling, popular priced lines of Dinner Sets, Glassware and kindred lines. Address Box 461, c/o Crockery & Glass Journal.

The Chicago Market

(Continued from page 28)

there were also a number of displays of lamps, glass ware, china, art goods, radios and other lines which the furniture buyer would be more interested in than the houseware dealers. The character of the exhibit and its ideal location in the Furniture Mart during the Furniture Exhibit, naturally brought many furniture buyers on to the exhibit floor during the week. The second week of the exhibit opened on last Monday. A meeting of the exhibitors was held on the evening of January 14th, where it was tentatively proposed to hold a three weeks' exhibit opening with the Mid-Summer Furniture market, June 22nd. The detailed plan will be announced according to the management of the present show, about January 22nd, when

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

a second meeting of the exhibitors will be called. At that time it will be definitely settled whether or not there will be a summer show, or whether the exhibit will be only an annual affair.

A dinner-dance was given the exhibitors, buyers and their friends by the management of the Housefurnishing Exposition on Friday evening of last week. The affair was held at the famous Rainbow Gardens and about five hundred were present to enjoy the excellent entertainment, the good banquet, and to "listen in" at broadcasting headquarters of W Q J, located there.

Market Event

The time is drawing near for the Chicago Market Event, held under the direction of the Glass, Pottery, Lamp and Housefurnishing Association. Feb. 2 is the date set for the opening of Market Event which will continue until the 14th. Hundreds of buyers of china, glassware, lamps and housefurnishing lines from department stores in the midwest and the far west are expected in Chicago during that time to visit the permanent displays of the various factories participating directly or through their representatives in the Show. The Chicago show rooms will hold a great array of new merchandise for the discriminating buyers both in staple lines and in fancy pieces and novelties for their departments. Directories of the exhibits telling the buyers of the many lines to be seen as well as the location of each will be ready for distribution in the various displays on the opening day. More than five thousand buyers have been notified of the event by letter and circulars and many thousands more have read of the coming event in the next news columns and advertisements in the journals of the trade. The Market Event includes some of the most prominent glass factories and potteries in the country and no buyer who can be in Chicago between Feb. 2 to 14, should fail to attend.

What the Potteries Are Doing

(Continued from page 23)

which is also controlled by Oliver H. Sebring. Four periodic kilns will be razed at the Saxon after the tunnel kiln is placed in operation.

"I am firmly convinced that we'll have a dandy good business all year," said George S. Brush, of the

Special for Glassmakers and Potters
GREEN OXIDE OF CHROME
 in variety of shades

Guaranteed to contain no Free Sulphur nor Sulphides

B. F. DRAKENFELD & CO. INC.

50 Murray St.

New York

"AMERICA'S LEADING CERAMIC MATERIAL HOUSE"

LIQUID MATT BURNISH
WHITE GOLD

"WILL NOT TARNISH"

USE IN PLACE OF SILVER & PLATINUM DECORATIONS
 ON GLASS OR CHINA

THE ROESSLER & HASSLACHER CHEMICAL CO., NEW YORK

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 KANSAS CITY

PHILADELPHIA
 BOSTON
 SAN FRANCISCO

CLEVELAND
 PITTSBURGH
 BALTIMORE

TRENTON
 NEW ORLEANS

Brush McCoy Pottery Co., of Zanesville. "I have been watching the trend of the buyers while they have been in the market this season, and everything points to the fact that the demand for American pottery will be like old times this year. Many of our trade have placed far heavier orders with us than they did any time last year, and it is my opinion that we'll be operating steadily throughout the year."

Improvements that will cost approximately \$250,000 will be made at the plant of the Steubenville, O., Pottery Co., according to announcement just made by President Harry D. Wintringer of that corporation. Plans for these extensions are being prepared by the H. K. Ferguson Co. of Cleveland, O., which interest erected the new No. 6 plant of the Homer Laughlin China Co., Newell, W. Va. A new unit, 150 by 140 feet is to be built, construction to be of the monotor type. Additional bisque and decorating kilns will be erected, and the warehouse capacity extended. The improvement is to be completed by July 1.

30th Anniversary of Founding

(Continued from page 19)

beginning of systematic collaboration in the search for and the proving of the fundamental ceramic facts and principles. It was the beginning of collective labor of many and the rapid increase in the number of those who, like Seger and Langenbeck, use the methods and facts

of the fundamental sciences in the solution of ceramic problems.

Ohio State University invites all ceramic workers to join in a fitting recognition of the 30th birthday of collective scientific ceramic research and study. The ceramic industries of Ohio and the University will furnish the means but ceramic workers from all states and all countries should feel that this is their opportunity to acknowledge their obligation to those who wrought the beginnings, and to make plans for the most effective ways of carrying on.

February 16-21, Columbus, Ohio, are the dates and the place. Nine hundred hotel rooms have been reserved and one and a half rail fare has been provided. The American Ceramic Society, another of Edward Orton's inspirations, will convene on the campus during that week.

Merchandising News

(Continued from page 21)

Chinese porcelain lamps, resting on cast metal base, in yellow, with bird and flower decoration and shade to match, at \$7.50, boudoir lamps of fine black Japanese porcelain with white Hawthorn decorations, parchment shade to match the lamp base decoration, priced at \$7.50, resting on a blackwood base, and other Japanese pottery lamps priced at \$5.00 of equally fine and well balanced decorations, are all lovely examples from the orient at modest prices.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iders-tine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

GUERIN POUYAT ELITE, LTD., 43 West 23rd St.,

Limoges China, Royal Crown Derby, Baccarat (French) Glassware, Aculus (English) Glassware, Alderson & Gyde, English Brass Reproductions.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.

The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAIN LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

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M. ROSENBAUM & SONS, 18 W. 23rd St.

Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

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ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Imported and Domestic China and Glassware. Manufacturers' Representatives. Telephone Watkins 6640. William F. Wagner, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:

Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Porzellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., Fredk. Skelton, Representative, 200 Fifth Ave.

Colored and Iridescent Glassware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building

Fine blown tumblers and stemware.

POSTORIA GLASS CO., 141-147 Fifth Ave.

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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VOL. 100

January 29, 1925

No. 5

AS THE EDITOR SEES IT OPTIMISM JUSTIFIED

THE general business outlook, with strong basic conditions maintained, continues favorable, according to Dun's review of trade. Despite increased irregularity in both demand and prices, there are still more points of gain than of loss, and the unusually large consumption of goods remains a prominent feature. Successive weekly returns of freight traffic show conclusively that distribution of merchandise is exceptionally heavy, car loadings being without precedent for this season, and most of the other statistical measures also make satisfactory comparisons.

NOTWITHSTANDING a sharp decrease in stock market operations, bank clearings at New York City last week are 38.1 per cent in excess of those of a year ago, while outside centers report an increase of 16.8 per cent. Improvement in mercantile collections is a phase commented upon in dispatches from various cities, with a liquidation of old indebtedness in the West and Northwest reflecting the strengthened financial position of the grain farmers. The augmented public purchasing power in those sections is being manifested in a broadening of retail trade, and a similar tendency appears at different manufacturing centers, where employment of workers has risen appreciably since the election.

ALTHOUGH new business in the steel industry has lately diminished, this condition is not surprising in view of previous extensive transactions, which largely covered first quarter requirements; there is active specifying against contracts already placed. Requests for quick shipments in certain instances give further proof that supplies are in need of replenishment, but buyers in some

lines, particularly in textiles, seem to be disinclined to make normal forward commitments. Broadly considered, the commercial situation discloses a number of contrasts, but the main trend is toward progress and confidence is the prevailing sentiment.

BRADSTREET'S food index number, based on the wholesale prices per pound of thirty-one articles used for food, is \$5.72, comparing with \$3.75 and \$3.33 for the week ended January 24, 1924. This week's number shows a loss of eight-tenths of 1 per cent from last week, but a gain of 11.7 per cent over the like week of last year. Of the 82 commodities of all kinds quoted weekly 18 advanced as compared with last week, 21 declined and 43 remained unchanged.

WINTERY weather has hampered trade and some industries, but while the general report is of "fair" trade, the advance in spring buying is perceptible at wholesale, and leading industries, barring such outdoor activities as building and its kindred trades, are seemingly well employed the country over. In retail trade, the aid given seasonable goods, footwear and auto accessories has seemingly been balanced by reductions caused in Northern rural areas by cold and snow, sleet storms in middle regions, and heavy rains with swollen rivers in the southeast and parts of the middle Gulf area. The coal trade has been benefited by recent cold weather reducing supplies on hand and causing more activity in the soft coal areas of the Middle West and Southwest. More has been done at a number of markets in spring goods, with the textiles, especially clothing, and shoes and hardware noted as benefiting. Hardware prices tend upward.

Income Tax Department

Conducted by M. L. SEIDMAN, C.P.A.

Of Seidman & Seidman, Certified Public Accountants

THE Federal income tax blanks for 1924 returns have just been released, and a word might be in order at this time to explain their use.

Individuals must make their returns on one of three forms, depending upon the particular status of the individual. In the first place, salaried individuals and wage earners, whose earned net incomes do not exceed \$5,000, should make their returns on Form 1040A. That form is a single white sheet of letterhead size. It is to be noted that it is to be used only by individuals deriving their incomes chiefly from salaries and wages, and whose earned net incomes are less than \$5,000.

Individuals whose net incomes are more than \$5,000, or whose net incomes, regardless of amount, are chiefly derived from sources other than salaries and wages, such as from a business or profession, must make their returns on Form 1040. This form comes with a perforated duplicate sheet of instructions attached, and is printed on the white paper almost twice the size of Form 1040A.

The third form is known as Form 1040FY. This is a new form and is to be used by all individuals who report on a fiscal year basis, or whose income is derived from a partnership, or trust that reports on a fiscal year basis. The form is somewhat similar in appearance to Form 1040, being of the same size, color and general arrangement. It does not, however, come in duplicate or with a sheet of instructions, as does the latter form.

Partnerships must make their returns on Form 1065. This is a yellow form of the same size as Form 1040. It has attached to it by perforations, a sheet of instructions. It does not, however, provide for a duplicate sheet.

Corporations should file their returns on Form 1120. This form is printed on blue paper. The return covers four pages and the form comes with two pages of instructions as well. The size of the form is the same as the partnership blanks and those for individuals whose net income is over \$5,000.

Fiduciaries, that is, executors, trustees, etc., should use Form 1041. This form is of the same size and general appearance as the partnership form, except that it is printed on a salmon colored sheet. It comes with a duplicate attached by perforations, as well as two pages of instructions.

Before a taxpayer attempts to fill in any of the blanks, he ought to make sure to carefully read and study the instructions accompanying them, as they will help consid-

This is the ninth of a series of articles on how to prepare income tax returns, that will appear regularly in the columns of *Crockery and Glass Journal*. Mr. Seidman is Chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, attention of the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

erably in properly preparing the returns. The next few articles of the series will supplement these instructions.

QUESTIONS AND ANSWERS

Q. Some time ago the Department of Income Tax gave out a ruling concerning losses not sustained in the regular line of business. The exact wording I am unable to locate at this moment, but it was to the effect that any loss sustained by the taxpayer outside of his regular line of business was not deductible. Would it apply in the following case? A is a banker. At different times

throughout the year he has sold some stocks or bonds and purchased other stocks or bonds. In some transactions he sold at a profit, in others he lost. According to the above ruling, he cannot deduct these losses from his income tax. Granted above is correct then the logical sequence is that he does not have to add the profits. Please advise me on this question.—K. E. P.

A. I am afraid that you have probably misconstrued the ruling you referred to about only losses sustained in the conduct of business being deductible. There are three kinds of losses that may be deducted; first, those arising in the conduct of business; second, those arising from a transaction entered into for profit; and third, those arising from a casualty or theft. Obviously, losses from the sale of stock and bonds come under the second class, that is, transactions entered into for profit, and for that reason may be deducted. Your conclusion about the profits not being taxable because the losses are not deductible would not follow in any event, because under the law the government has the right to tax income from whatever source derived, even though losses from the same source are not permitted to be deducted.

Q. My business cleared above all expenses last year \$5,800 and I would like you to give me some information as to the amount of income tax I must pay. I am a married man with one child. Is there any allowance for depreciation on frame building and machinery?—B. W.

A. Your tax will be \$47.50, computed as follows: Your exemption is \$2,900, which leaves \$2,900 to be taxed at 2 per cent, or \$58.00. Your earned income credit based on an earned income of \$5,000 is \$10.50, making the net tax \$47.50. You are entitled to an allowance for depreciation on the frame building and machinery, assuming that the building is not used for residence purposes.

Q. Please advise what items of expense can be deducted from a commission salesman's income tax. Can his meals that are taken while on the road be deducted?

—R. J. Z.

A. A commission salesman can deduct all expenses such as traveling, entertaining, etc., incurred during the course of and on account of his business, and that are not refunded to him by his principal. The cost of meals is included in the cost of traveling and can be deducted.

Q. I contribute \$200 to a joint fund for the support of my grandparents. Can I claim exemption from tax payment on this amount?—J. H. P.

A. If the amount you contribute is more than one-half the sum necessary for the support of your grandparents, you are entitled to claim the exemption for them; otherwise, you cannot make any claim.

Buyers in New York

JANUARY 22ND, 1925

L. Neubrik, toys, glassware, china, Crowley, Milner Co., Detroit, Mich., 100 West 23rd St.

Louis A. Sundlun, gifts, L. Lupiens, Pawtucket, R. I., Claridge. A. Hollenthal, hardware, silverware, housefurnishings, crockery, toys, Bon Marche, Seattle, Wash., 150 Madison Ave. (Syndicate Trading Co.).

JANUARY 24TH, 1925

G. H. Carlton, housefurnishings, china, glassware, Jones Store, Kansas City, Kan., 23 East 26th St. (W. T. Knott).

JANUARY 26TH, 1925

Mrs. W. A. Mueller, gift shop novelties, Sanger Bros., Dallas, Texas, 19 East 24th St.

Miss Bronson, gift and silverware, Cohen Bros., Jacksonville, Fla., 77 Madison Ave.

E. E. Rewick, china, Kerr D. G. Co., Oklahoma City, Okla., 333 Seventh Ave. (J. M. Biggins).

G. M. Milne, toys, Ramsay Bros., Joplin, Mo., 225 Fifth Ave. (A. J. Unna).

G. Gensier, toys, house furnishings, china, electric goods, Meier & Frank, Portland, Ore., 212 Fifth Ave.

F. P. Ford, toys, R. Niehaus, chinaware, Scruggs-Vandervoort-Barney Dry Goods Co., St. Louis, Mo., 171 Madison Ave.

JANUARY 27TH, 1925.

T. Smith, chinaware, housefurnishings, The Fair, Chicago, Ill., 225 Fourth Ave., Room 811.

M. Robinson, china, glassware, A. T. Lewis & Son., D. G. Co., 1,150 Broadway (F. Lilienthal & Co.).

H. Gensler, toys, A. Jassman, housefurnishings, china, glassware, Meier & Frank Co., Portland, Ore., 212 Fifth Ave.

M. B. Hagedorn, glassware, Tepper Bros., Merc Co., Selma, Ala., 11 East 26th St. (McGeevey, Werring & Howell).

Miss E. D. Fox, gifts, A. Herz, Inc., Terra Haute, Ind., 120 West 32nd St. (A. Fantl).

R. J. Gale, housefurnishings, china, toys, silverware, gifts, lamps, R. J. Gale, Waco, Texas, 19 East 24th St.

W. Spellman, housefurnishings, John C. MacInnea Co., Worcester, Mass., 432 Fourth Ave. (D. G. Union).

Census of Pottery Manufacturers

The Department of Commerce announces that, according to the data collected at the biennial census of manufactures, 1923, the establishments engaged in pottery

manufacture reported products having a total value of \$114,384,733, an increase of 35.8 per cent as compared with \$84,217,427 in 1921. The values of the leading classes of products and their percentages of increase as compared with 1921 were as follows: White ware (cream colored, white granite, semi-porcelain, and semivitreous porcelain ware, \$39,346,201, an increase of 32.3 per cent; sanitary ware (including bathtubs, washtubs, etc., but excluding fittings, \$27,017,675, 76.6 per cent; porcelain electrical supplies, \$21,981,831, 53.4 per cent; hotel china, \$9,753,987, 23.7 per cent.

Of the 312 establishments reporting for 1923, 102 were located in Ohio, 63 in New Jersey, 21 in West Virginia, 20 in Pennsylvania, 17 in Illinois, 14 in California, 11 in New York, 9 each in Indiana and Massachusetts, 6 in Michigan, 5 in Texas, 4 each in Colorado, Maryland, and Tennessee, 3 in Missouri, and the remaining 20 in 16 other States and the District of Columbia.

The statistics for 1923 and 1921 are summarized in the following statement. The figures for 1923 are preliminary and subject to such correction as may be found necessary upon further examination of the returns.

	1923	1922	1921	Per cent of increase or decrease (—)
Number of establishments	312	301	271	15.1
Wage earners (average number) (a)	36,825	(b)	28,458	29.4
Wages	\$46,706,308	(b)	\$35,355,509	32.1
Cost of materials (including fuel and containers) ..	\$33,599,885	(b)	\$25,227,227	33.2
Products, total value	\$114,384,733	(b) (c)	\$84,217,427	35.8
Pottery products, total value	\$113,896,055	\$91,986,297	\$84,149,029	35.4
Red earthenware	\$2,407,357	\$2,993,185	\$2,029,941	18.6
Red and brown white - lined cooking ware ..	\$1,145,133	\$1,012,117	\$620,835	84.5
Stoneware (d) and yellow and Rockingham ware ..	\$4,528,223	\$4,958,885	\$4,920,378	—8.0
Chemical stoneware ..	\$827,433	\$670,941	\$607,947	36.1
Chemical porcelain ..	\$287,170	\$208,506	\$221,396	29.7
White ware (e) ..	\$39,346,201	\$28,080,721	\$29,744,343	32.3
Porcelain china, bone china, delft, and Belleek ware	\$1,212,901	\$1,387,404	\$4,262,331	71.5
Hotel china ..	\$9,753,987	\$6,965,834	\$7,888,191	23.7
Sanitary ware (f)	\$27,017,675	\$24,271,599	\$15,302,939	76.6
Porcelain electrical supplies	\$21,981,831	\$16,128,913	\$14,330,984	53.4
Saggers	\$1,662,915	\$1,515,785	\$1,927,353	13.7
Other pottery products (g) ..	\$3,725,229	\$3,792,407	\$2,292,391	62.5
Non-pottery products (h) ..	\$488,678	(b)	\$543,912	10.2
Value added by manufacture (i) ..	\$80,784,848	(b)	\$58,990,200	36.9
Horsepower	44,790	(b)	(b)	
Coal consumed (tons of 2,000 lbs.)	844,630	(b)	(b)	

The ABC of Dinnerware and Fine Pottery

By ALFRED H. HOLBROOK

CHAPTER VII—POTTING PROCESSES: SECONDARY SHAPINGS

TURNING: When the cup or other clay form is at the stage of drying, known as green-hard or leather-hard, that is to say, similar to the firmness of American cheese, it is passed on to the turner. He fastens it on his lathe in a hollow drum known as the chum which holds the article firmly. Then, as it revolves, he shaves, smooths and burnishes the surface with tools adapted to the work. The turner may also aid in the decoration by coating the piece with a color, or adding embossments such as leaf borders, bead chains, etc., or he may engrave a pattern on the article, by pressing a tiny wheel containing the engraved pattern, against the rim of the article, as it revolves on his lathe. This is known as figuring, or ornamenting, or sprigging. In the larger potteries the adding of decorative figures is done by other experts than the turner, who receive the ware, as soon as the turner has finished with it, and while it is still green-hard.

Handling and spouting: Handles of cups and other dinnerware, as well as the spouting of teapots and the addition of feet or knobs to the bottoms of jugs, bowls, etc., must be done when the clay form is in this green-hard state. They are usually shaped separately and after the spots to be joined are wet they are pressed on to the article by girls who become wonderfully expert in doing the job quickly and neatly.

Modeling and mold making: Use of the plaster of paris mold has been described in the processes of jolleying, pressing and casting. Much skill must be exercised in originating the models from which these molds are made, whether the form is a statuette, a sugar bowl or the spout of a teapot; for it must first be made in clay and finished off precisely as the completed article. Allowance in the size of the mold must be made for the shrinkage of the clay when being dried or fired. Models also must be carefully cut into the fewest number of pieces, which may be fitted together to contain the mold or other form.

Each of the foregoing processes requires the supervision of a potter who has required adeptness and speed, in working together hand, eye and brain for the correct shaping of the desired form. To fully appreciate what careful

THIS is the seventh chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

which forces the soft clay into the proper shape, quickly and well.

Drying: Preparatory to burning in a kiln, the articles, when made, are placed on long boards and carried to the green house, or drying room, which contains warm chambers with shelves and sometimes revolving frames. The articles are carefully placed on these until thoroughly dry and firm. The thin pieces dry quickly; but larger articles with thick portions must be dried slowly and uniformly to prevent warping or cracking. When dry the ware is known as white-hard. It is chalk white in color and firm enough to be handled easily on its way to the kiln. It is still raw clay however, subject to breakage and crumbling from hard knocks or rough usage.

Hoover Would Kill Booms by Statistics

An outstanding feature of Herbert Hoover's address before the Distribution Conference of the Chamber of Commerce of the United States recently was the hope he held out of the control of panic periods through the prevention of booms.

Declaring an absolute belief that statistics can be turned into an efficient preventive of booms, he said:

"No sensible business man wants either a boom or a slump. He wants stability.

training and long experience can do in this direction, one must actually see the potter busy at his wheel or lathe. The potter has frequently to decide which kind of a process best forms the ware to be made. If the articles are not circular or oval in form, they may be molded by hand in the plaster molds; if very small and delicately shaped the potter must exercise his utmost skill in molding them, so that they will not break in the process and so as to avoid using any unnecessary amount of material. For this purpose, casting is generally preferred. Where so much skill is needed at every point, it is difficult to substitute machinery for brains; but with dinnerware not less than one quarter of an inch thick, considerable expense is sometimes saved by using steel molds, so arranged that both the mold and the plunger are revolved when in use. Thus a greater pressure is obtained



THE new Chippendale shape we are showing for the first time, as a distinct novelty. Following closely the lines of the Pilgrim shape (the sensation of 1924) it has an embossed Chippendale Adam motif on the rim, quite different from anything else shown on table ware.

THE new samples show a variety of attractive decorations, including several with ivory on rims of plates, etc., a style of decoration which has been very popular.

*The New
Chippendale Shape*

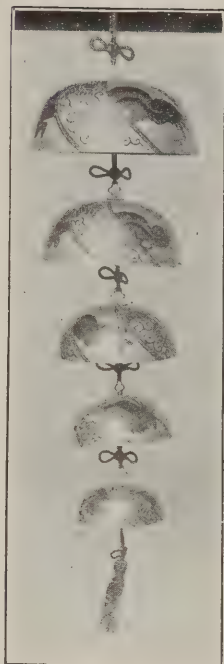
THEODORE HAVILAND & CO.

Incorporated

26 WEST 23rd STREET

NEW YORK

One More Addition to Our Service— New Illustrated Catalogue



Consisting of twelve sections—Comprising Japanese Hand Decorated China, Bronze and Pottery Vases, Console Sets, Bowls, Hanging Vases, Lamps and Shades, Screens, Carved Wood Stands and Chairs, Bird Cages, Bamboo Baskets, Lacquered Trays and Boxes, Lanterns, Parasols, Artificial Flowers and numerous other articles.

Catalogue Free on Request

Mogi, Momonoi & Co., Inc.
DIREGT IMPORTERS

105-107 East 16th St. New York, N. Y.



"Our working folk should dread a boom above all things because it means an afterclap of unemployment and misery.

"Our farmers should resent a boom more than anything else that can happen in our economic system because it means that they will inevitably get the worst of the deflation which follows.

"Stability or instability in production and distribution is largely the result of the collective judgment of the trades.

"They cannot form a right judgment unless they know the facts as to their own business and as to the trade as a whole.

"Furthermore, they must also know the probable trend of business in general as indicated by the movement in other trades."

To Meet Price Competition

"When the merchants of a community can be made to realize that their problems are the same, and that a solution that will help one will help all, destructive competition will end," declares A. L. M. Wiggins, president of the J. L. Coker & Co. department store, Hartsville, S. C., in the current issue of the Carolina

Retailer, the official organ of the North Carolina Merchants' Association.

Local competition he describes as being of two types: "The first is the competition of the man who does not know the facts about his business and is willing to sell goods below a fair mark-up. He thinks he is making a profit when he really is not. It is sad commentary on the retail business when we say that this class includes many merchants of the South. It is difficult to compete with such men."

The only way to compete with the "cheap-price merchant," he points out, is to compete with him. Merchants have got to recognize the cheap merchandise demand and its legitimacy.

"Large numbers of our people have meager resources. They must stretch their funds as far as possible. And no matter how powerful your arguments may be as to the merits of a \$10 wool sweater the man who has only \$1.50 with which to keep himself warm must be able to find as much warmth as he can buy for that price. If you cannot take care of him, the price merchant will.

"If you want the trade the price merchants gets, open a department for price merchandise. This section should be separated completely from your principal stock."

Decline in Number of Failures

Figures compiled by R. G. Dun & Co. and Bradstreet's for November on commercial failures and liabilities show a decline in number as compared with the preceding month. The amount of liabilities was the lowest for any November since 1920.

The report of Bradstreet's follows:

"November, a short month, with two holidays in most areas, turned in a light total of failures and of liabilities, 1,460 suspensions with liabilities of \$29,014,244. There is here shown a decrease of 7.4 per cent in number from the October total, but there is also shown a decrease of 11.6 per cent from November last year, of 17 per cent from November, 1922, and of 26 per cent from November, 1921. The November total, however, exceeds that for November, 1920, by 36 per cent. Liabilities for November were 37 per cent below those for October, 57 per cent below the total for October a year ago and the lightest liabilities reported in any month but September since August of 1920.

"The South is the only section showing an increase in number over November a year ago, and liabilities are smaller in every group than a year ago, with an especially marked falling off noted in this respect in the Northwestern group, where, it may be recalled, liabilities a year ago were very large, owing to the large number of bank suspensions occurring."

Following is the full report of R. G. Dun & Co.:

"Contrary to the usual seasonal tendency, commercial failures in the United States decreased in number during November. Seven of the preceding ten years, including 1923, had shown an increase in the November total over that of October, but last month the number fell off moderately. As reported to R. G. Dun & Co., the 1653 defaults in November compare with 1,696 in October, and are about 3 per cent below the 1,704 failures of November, 1923. The number for last month is, in fact, the smallest for the period since 1920, when the business mortality of the country was at a relatively low level.

"Not only is the exhibit as to number of defaults favorable, but the November liabilities of \$31,123,910 are about \$5,000,000 below those for October, and are actually the smallest of the present year. Comparing with the amount for November, 1923, a decrease of fully \$19,000,000 is shown, and it is necessary to go back to 1920 to find a November indebtedness below that of last month. The reduction in liabilities is accounted for by the falling off in large failures, those for \$100,000 or more in each instance numbering forty-three and involving \$12,357,862 altogether, which is in striking contrast to the seventy-two similar defaults for \$29,639,506 in November last year.

Victoria China



WE illustrate our beautiful Pheasant open stock pattern. It can be had in a very comprehensive line comprising dinnerware and fancy pieces.

Our travelers are now on the road and if you will write us we will arrange for your inspection of their display.

When you are in New York again do not fail to visit our famous "Crystal Room" and inspect our new lines of high colored cased glass vases, baskets, console sets and barrel sets from Bohemia.

Lazarus & Rosenfeld

98 Fifth Avenue

Corner 15th St.

NEW YORK

Pacific Coast Representative

F. C. TUSKA, 150 Post Street, San Francisco



CAUGHT IN THE NEWS NET



ERNEST J. JOHNSON, of Johnson Bros., Ltd., with Mrs. Johnson, arrived in New York on the *S. S. Laconia*, Tuesday, for a few weeks' conference with the company's New York representative, George B. Jones. With them also is A. W. Naylor, chief designer for the concern, who will spend some time in this country gathering new ideas.

Ed. Craig, New York representative of the United States Glass Co., is the unhappy possessor of a fractured shoulder which is keeping him confined to his home the greater part of the time. On Saturday, the seventeenth, Mr. Craig was leaving his home in Kew Gardens, for his regular morning train when he slipped and fell, striking his shoulder and fracturing it in two places. He has been in the office for only a short time since the accident and may be kept at home a week or so longer.

J. Meredith Miller, of Maddock & Miller, Inc., New York, returned to the city Monday.

E. D. Horsfall, buyer of china and glass for J. W. Robinson Co., Los Angeles, Calif., arrived in New York Sunday. He is registered at the Prince George Hotel.

Benjamin F. Flear, with Hahne & Co., Newark, N. J., sails for Europe February 14th, on the *S. S. Olympic*.

Wm. Howell, with Pitkin & Brooks, Chicago, was a visitor to New York this week.

A. Hellenthal, buyer of house furnishings and crockery for the Bon Marche, Washington, D. C., was seen in New York this week.

Franz Heinrich, proprietor of the factory of Heinrich & Co., Selb, Bavaria, which is represented in this country by William G. Mueller, Inc., New York, arrived on the *S. S. Ballin*, Tuesday, for a two or three weeks' conference with Mr. Mueller.

One of the week's visitors to New York is Al Jasman, buyer of house furnishings and china for Meier & Frank Co., Portland, Ore.

C. L. Sebring, of the Sebring Pottery Co., Sebring, O., spent Monday and Tuesday in New York, returning Tuesday night.

Rene F. Dunne, who represents E. Torlotting, New York, is preparing for a short trip through New England.

Graham & Zenger, New York, are adding a spacious new room to their Venetian Galleries wherein are displayed the Italian importations for which this concern are noted. The new room will be devoted to the display of interesting Italian pottery.

Sidney Rosenberg, formerly traveling for L. D. Bloch & Co., is now covering his southern territory for the Argonne Lamp Shade Co., 225 Fifth Ave. Mr. Rosenberg's genial personality and his familiarity with the trade makes his connection with the Argonne Co. an interesting one.

Julius Rosenfeld, of Lazarus & Rosenfeld, New York, sailed for Europe Wednesday on the *S.S. Paris*. He will spend three or four months visiting in England and Czecho-Slovakia, the factories which his concern represents in this country.

Thomas Stackpole, with the May Co., Cleveland, arrived in New York, Monday on a buying trip.

Miss Juliette Mann, representative for Graham & Zenger, New York, is preparing to sail for Europe during the first week in February.

Fred Nye with Auerbach Co., Salt Lake City, Utah, spent a few days in New York recently.

The engagement of Miss Rose Kleinman to Nat Blau has just been announced. Miss Klienman has been connected with the office of H. Benedikt for the past five years. No date has been set for the wedding.

By rearrangement of his sample lines H. Benedikt has added materially to the attractiveness of his salesrooms at 7 West 22nd St. Each factory now has a section by itself, the samples being displayed on long tables arranged in a square, with open spaces left at the sides for entrance. Each section has a smaller table in the center with a white damask cover, where individual samples are brought to the attention of the buyer while he remains seated.

Max Strensch, with Koscherak Bros., sailed for Europe last Thursday aboard the *Cleveland* for his annual buying trip abroad. He was accompanied by Mrs. Strensch.

Eugene Logee, with Cohen Bros., Jacksonville, Fla., was a visitor in New York recently.

Sigmund Maas, head of the Limoges, France, factory which is represented in this country by Nathan Straus & Sons, Inc., New York, is visiting the States conferring with the officials of this company. He will probably remain here until the middle of February.

Wm. G. Benedikt, merchandise manager for the china, glass and housefurnishings departments for L. Bamberger & Son, Newark, N. J., sailed on Wednesday aboard the *Paris* for a several weeks' European buying trip.

The salesroom of Justin Tharaud, Inc., 24 West 23rd St., has been considerably beautified and improved by changes which have just been completed. The office formerly taking in the space facing the twenty-third street end of the showroom has been extended so that it now occupies quite a portion of the right side of the salesroom as well. Mahogany paneling has been used in the office section, while a mahogany rail separates this from the rest of the room. The entire place has been treated to a fresh coat of paint including ceiling, side walls and woodwork, which gives it a decidedly spic and span appearance.

Owing to an error in our issue of January 22nd, it was stated that on account of a recent bursting of a tank at the plant of the Weston Glass Co., Weston, W. Va., that the factory would be unable to resume operations for probably five weeks. As a matter of fact the plant has been in operation for the past two weeks and as a representative of the factory expressed it, "we are not only operating but turning out better ware than ever."

E. B. Hill the popular road representative for the Duncan & Miller Glass Co., Washington, Pa., who covers the western territory for the factory will carry this year in addition to the Duncan & Miller line that of the Huntington Tumbler Co., Huntington, W. Va. This he will represent from Pittsburgh west exclusive of Chicago. This combination gives Mr. Hill two of the best lines of their class in the country one of pressed ware and one of blown. Mr. Hill has discontinued the representation of the Bonita Art Glass Co.

Harry B. Whitney after thirty years representing the lamp department of the Phoenix Glass Co., calling on the trade in all the leading cities of the United States, will hereafter concentrate his efforts on the Pittsburgh, Buffalo and eastern trade. Mr. Whitney has one of the largest lists of real friends as any man on the road and many of them will learn with genuine regret of his decision to limit his territory to the east.

J. G. Kaufmann of China Glass & Lamps, Pittsburgh, is spending this week in New York with his

bride. They have just completed a honeymoon trip to California which included two thousand miles of motoring. They are now returning to their home city to receive the congratulations of their many friends. As the wedding was a very quiet affair even many of the couple's intimates were unaware of their marriage.

Thos. F. Stackpole with the May Co., Cleveland, O., was one of the trades prominent buyers visiting the New York market this week.

George Minard, china and glassware buyer for Stern Bros., who was ill for several weeks with typhoid fever, after recuperating for two weeks at Atlantic City, is back at his desk with the above concern, where he is a welcome sight to his wide circle of friends in the trade.

It is good news to his many friends, to hear that George W. Brownley of Morimura Bros., traveling staff is able to be back at the concern's headquarters after a very serious illness, during which his life was despaired of for several days. Mr. Brownley is rapidly gaining in strength, being able to spend more time each day at the Morimura salesrooms.

W. S. George, head of the W. S. George Pottery Co., East Palestine, O., spent the first half of this week in New York consulting with H. Benedikt, his New York representative and attending to other business for the factory.

Martin Zolle with Nathan Straus & Sons, Inc., leaves today (Thursday) for Chicago where he will take charge of the concern's exhibit at the China and Glass exhibit at the Hotel Morrison from February 2 to 14. After the show Mr. Zolle will proceed to cover his territory west, as far as Denver.

Walter G. Browning, buyer for R. H. Macy & Co., sailed last Saturday for his annual European buying trip.

Pitcairn Heads Cathedral Committee

The well known importer, Wm. S. Pitcairn, head of the Wm. S. Pitcairn Corp., has been appointed chairman of the Crockery and Glass Committee to secure subscriptions from the trade to aid in the completion of the construction of the Cathedral of St. John the Divine.

The drive for fifty million dollars which was auspiciously opened about two weeks ago at one of the largest and most enthusiastic gatherings ever held in Madison Square Garden has already resulted in subscriptions of about five million dollars.

Mr. Pitcairn's prominence in the trade and his well known ability for "accomplishing things" makes his selection to head the trade campaign a wise one.

A letter mailed to the trade by Mr. Pitcairn under date of January 24th is as follows:

The Crockery Trade is cordially invited to co-operate in the great campaign now going forward to secure funds for the completion of The Cathedral of St. John, The Divine.

It is a great and noble work and strongly appeals to every citizen, regardless of race or creed.

The amount required is Fifteen Million Dollars of which approximately Five Millions have already been contributed.

Your subscription will be gratefully received.

Respectfully yours,

WM. S. PITCAIRN,

Chairman, Crockery Committee.

Salesmen's Association Elects Members; Banquet Arrangements Completed

At a meeting of the Board of Directors of the Pottery Glass and Brass Salesmen's Association held at the Crockery Board of Trade rooms last Thursday, which was presided over by the organization's new president, John J. Hines, the following members were elected: Geo. Wm. Guth, with the Dohrmann Commercial Co., San Francisco, Edw. Dennison Gardner, Jr., with Crowley Milner Co., Detroit, Jas. Arthur Donaldson with Harry T. Thomas Co., Baltimore, Wm. A. Rendrell with Herman C. Kupper, Inc., Basil Jos. Vaillancourt with the Corning Glass Works, Corning, N. Y., Daniel Jos. Muhlfelder with Horton & Wade, Inc., Albany, N. Y., and Rene F. Dunne with E. Torlotting.

Following the meeting Mr. Hines who is also Chairman of the Banquet Committee in charge of arrangements for the association's annual dinner to be held at the Hotel Astor on Lincoln's Birthday night, Thursday, February 12th, called a meeting of the Committee.

Various details of the affair were discussed and tickets were distributed to members of the committee for sale.

Chairman Hines appointed a special committee consisting of E. W. Hammond, Howard R. Handy and F. Calvin Demarest to make arrangements for the evening's entertainment. No time was lost by this sub-committee in completing plans for what they believe will be a distinct innovation in the way of an amusement feature. This will remain a dark secret carried by the members of the committee only, as it is their wish to give the banqueters a genuine thrill.

Fred. C. Reimer to Move to Twenty-third St.

Another addition to the gathering of china and glassware concerns on Twenty-third St., is Fred C. Reimer Co., Inc., who moves, on Saturday from 141 Fifth Ave., to 49-51 West Twenty-third St., New York. Here larger quarters will provide more adequate office room and display space for the lines of china and glassware imported by Mr. Reimer.

Sperry & Hutchinson Acquire Import Agencies

The "Sperry Service," a new department and recent departure of the well-known premium stamp house of Sperry & Hutchinson Co., which will act as direct factory representatives and wholesalers of both imported and domestic china and glassware lines, as previously announced in the CROCKERY AND GLASS JOURNAL, have just acquired for representation in America the agencies for various English factories held by Benford & Mansell, 22 West 23rd St., New York.

These factories, which are all manufacturers of popular priced wares are: Barker Bros., Ltd., earthenware dinnerware; J. H. Weatherby & Sons, Ltd., earthenware dinnerware; Kensington Pottery, Ltd., earthenware dinnerware; W. Lovatt & Son, Ltd., tea pots; Samson Smith Co., Ltd., fancy china lines; Jas. Sayer, Ltd., jardinières, flower pots and vases.

Joseph W. Wallace, formerly connected with Jones, McDuffee & Stratton and Mitchell Woodbury Co., Boston, in important capacities, is now installed as manager of the new department, having as assistants, Henry Mansell, who will devote his attention principally to traveling with the English lines mentioned above.

Harold Taylor acts as secretary to Mr. Wallace, while T. Tolefson, John Rudich and George Shackbein cover New York and adjacent territory.

The new department, which will carry stock of both import and domestic lines, is expanding rapidly under Mr. Wallace's supervision.

On May 1st the concern will move from their present quarters at 114 Fifth Ave., to the new building just purchased by them at Broadway corner of 17th St.

Mogi, Momonoi & Co. Issue New Catalogue

An attractive, well planned catalogue has recently been issued by Mogi, Momonoi & Co., 105-107 East Sixteenth St., New York, showing in a comprehensive fashion their many importations of Japanese wares. Many illustrations enhance the book and give a splendid idea of the many items, artistic and useful, which this concern has to offer the trade, really combining the several catalogues which have been brought out at various times by the company and making a valuable book of reference for the trade. The first section is devoted to Nippon chinaware; second—paper fans, parasols, lanterns, cigarette cases, bone novelties, framed pictures, dinner gongs, wind chimes, etc.; third—bronze and pottery vases suitable for lamp mounts; fourth—bamboo and Shida baskets, bamboo lamp shades; fifth—portable electric lamps; sixth—wooden bases for vases and lamps, taborettes, crumb sets and other wooden novelties; seventh—lacquered serving trays, boxes and novelties; eighth—artificial flowers; ninth—Kochi, Awaji, Tokonabe and Awata vases, bowls, copias, etc.; also Imari bowls and plates; tenth—console sets, umbrella stands, jardinières, bronze ornaments; eleventh—incense and incense burners, wall pockets, hanging vases, teapots, etc.; twelfth—bird cages and folding screens.



WHAT THE POTTERIES ARE DOING



FUNERAL services for the late Percy Frost, western representative for the Hanovia Chemical Co., Newark, N. J., held here last week was without doubt the largest attended in the history of East Liverpool. Mr. Frost died very suddenly at his home during the early morning of January 17. Tuesday evening, January 20th, the body was removed to the large auditorium of the Elks Temple where a touching eulogy was delivered by W. E. Wells, of the Homer Laughlin China Co. The following Wednesday afternoon every generalware plant in this district was practically idle as a mark of the esteem in which Mr. Frost was held in this community. There was a touch of personal sympathy in the address of Mr. Wells, as it was he who first met Mr. Frost when he entered the district 34 years ago. Those active in the pottery trade acted as pall bearers. It has been many, many years since the wheels of industry in this district were suspended during a funeral, and the incident showed clearly the high esteem in which he was held. Over 2,000 people passed before the bier as it lay in the Elks Temple.

At a meeting of the stockholders of the Owen China Co., held at the general offices at Minerva, O., all former members of the board were re-elected with but one exception. H. C. Downer of Malvern, O., was elected to the board, to take the place of Mahlon Shaw, deceased. Mr. Downer is closely associated with the affairs of the Malvern Fire Clay Co. Other directors are: C. B. Gleason, George F. Huff, Jr., J. A. Grunder, J. M. Stewart, K. F. Steiner and A. F. Calerdine. Mr. Steiner, who resides at Pittsburgh, Pa., was re-elected president of the company. Other officers are: vice-president and manager of sales, Mr. Calerdine; secretary, Mr. Huff; treasurer, F. Brooks Cross; general manager, Paul E. Ryan. The company is now operating its original unit on a rather active schedule, but no announcement has been made when its new unit will be placed on a production basis. The future condition of business will determine when the No. 2 plant will be operated.

At a meeting of the Ohio Ceramic Institute held at Columbus, O., a few days ago, at which representatives of 28 ceramic concerns took part, Charles C. Ashbaugh, head of the West End Pottery Co., of East Liverpool was elected vice-president of the organization. The organization has the backing of the Ceramic Division of the Ohio

State University—the oldest of its character in the United States. Other officers elected are: president, Thomas B. Anderson, of the Pope-Gosser China Co., Coshocton, O.; secretary, W. K. McAfee, of the Cambridge Sanitary Mfg. Co., Cambridge, O.; treasurer, Dr. F. R. Scholes, of the Federal Glass Co., Columbus. The board of directors include the officers and C. B. Harrop, of the Harrop Co., Columbus, and H. D. Lillibridge, of the American Encaustic Tile Co., Zanesville, O. One of the objects of the organization is to assist in securing greater facilities for ceramic research work through the United States Bureau of Mines at Ohio State University. It has been made plain to the manufacturers that both the Federal and State Governments are prepared to extend aid to the ceramic industry of Ohio when co-operation is forthcoming from the side of the manufacturers. A common understanding has now been reached.

The plant of the Hall China Co., and the new No. 6 plant of the Homer Laughlin China Co., were inspected a few days ago by members of the Glass Division of the American Ceramic Society, all coming from Pittsburgh, Pa. The new hour was spent at the Elks Club, when a brief oral sketch of the tunnel kiln at the Laughlin plant was given by its inventor, C. B. Harrop, of Columbus.

Following several weeks idleness, the plant of the Summit China Co., Akron, O., has resumed operations. During the "loaf" an improvement program was worked out, and these changes will be finished within a few weeks.

Now that the January buying season has closed, generalware manufacturers in this district are quite well satisfied with the volume of new business booked by the trade who visited the market. Mail orders were also pronounced rather active throughout the month, and there are indications now that all plants in this and surrounding districts will be operated on very active schedules during the first quarter of the year. There are some observers in the trade who have contended that activity will not be pronounced until the opening of the spring season, and that retail demand just now is backward because of the weather conditions, especially in the eastern and northern sections of the United States. Department store buyers have been interested in merchandise for February and March sales, but more or less of these goods were specified during December, and also the early part of this month.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



THE forty-fifth annual Glass and Pottery Exhibit, which has been a feature of this market since Monday, January 5th, came to a close Saturday, January 24th. Two interesting events featured the closing week, the first being the annual meeting of the Associated Glass & Pottery Manufacturers, and a dinner in the Rose room at the Ft. Pitt Hotel the evening of January 22nd, arranged by the salesmen in charge of the various sample rooms at which all buyers in the market at the time were invited guests. The season has been pronounced a success by all who took part. Activity among buyers was more pronounced during the second and third weeks of the "show" than the first, but all the way through salesmen booked more business than they did during January, 1924. Some buyers were interested in ordering along conservative lines although this character of buying was not so pronounced as that which characterized the last three quarters of the old year. The trade seemed interested in keeping stocks alive, and in buying not only those lines which were moving last year but also many of the new lines. This attitude of the trade was reflected in both glass and dinnerware sections. Lighting goods were also in active movement throughout the entire exhibit season, although buying of this line opened a little slow. As the season advanced, so did the demand. From the opening until the close of the exhibit season salesmen were busy all the while.

It is very likely that the exhibit season next year will not open as early as has been the custom. A referendum vote of the members of the Associated Glass & Pottery Manufacturers' organization is to be taken during the summer season. The suggestion has been made that the season open January 11th next year and continue two weeks. Close to 1,500 buyers visited the market this year, the greatest in history. This was due largely to the efforts of Secretary J. M. Hammer, who directed the publicity end of the event. There were buyers in the market who never before attended this merchandising event, and as a result many new accounts were opened. The organization at its annual meeting elected the following board of directors: W. C. McCartney, Cambridge (O.) Glass Co.; H. B. Duncan, of Duncan, Miller Glass Co., Washington, Pa.; Charles C. Ashbaugh, West End Pottery Co., East Liverpool, O.; George C. Mitchell, of Pope, Gosser China Co., Coshocton, O., who succeeds Harry A. Ross, of the Pittsburgh Lamp, Brass & Glass Co., resigned; Charles L. Sebring, Sebring Pottery Co., Sebring, O.; Charles H. West, Westmoreland Specialty Co., Grapeville, Pa.; George S. Brush, Brush, McCoy Pottery Co., Zanesville, O.; D. Harry Cushwa, United States Glass Co., Pittsburgh, Pa. The directors organized by electing these

officers: President, Mr. West, vice-president, Mr. Cushwa; secretary, Mr. Sebring, and treasurer, Mr. Brush. J. M. Hammer was continued as assistant secretary and show manager.

Operations will begin at the plant of the Wheeling (W. Va.) Glass Manufacturing Co.'s plant at an early date, probably within the next two months, it is said. This company has taken over the former factory of the North Wheeling Glass Co., and entirely new interests are now in control of the property. It is proposed to produce a general line of ware, including a tumbler line.

Following an idle period since November 18th last, the factory of the Columbia Glass Co., Fairmont, W. Va., has been placed in operation and three shifts of employees are now employed. The company is making a special feature of opal ware, and novelties and specialties used by the drug and packing trade. The sales department is in charge of O. A. Wood, secretary of the corporation.

The Tiffin, O., factory of the United States Glass Co., has again been placed in active operation.

Fire threatened damage to the plant of the Diamond Glass Co., at Indiana, Pa., a few days ago when a leak was sprung in one of the tanks, permitting molten glass to flow from the tank. Fortunately loss to the factory was very slight, due to the quick response of the Indiana fire department.

During the buying season here it was made known that Crowley, Milner & Co., Detroit, Mich., propose the erection of a large annex to their department store at an early date. The annex will be erected at the northeast corner of Monroe and Library avenues, and a five story bridge will join the new and old buildings. The two buildings will thereby be connected on every floor.

Louis P. Flickinger has resigned as superintendent of the Charleroi, Pa., plant of the Macbeth, Evans Glass Co., and has been succeeded by William D. Pollock. D. A. Schmitz has been named assistant superintendent of this factory. The No. 2 tank at the Marion, Ind., plant of this company and the factory has resumed operations in full in all departments.

The fact that Silas Ichenhauser, the well known glass and pottery jobber at Evansville, Ind., did not visit the market this season is an incident that cannot be passed without mention. For 44 years Mr. Ichenhauser never

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

New Amber Glassware

AMBERINA is the name of the new shade of amber introduced this season by the Seneca Glass Co., and just now to be seen in the showrooms of Phillips, Thistle & Smith, 1107 Broadway, New York. This shade, which is rich and deep, has a strong hint of ruby running through it which is most pronounced on the edges and in the stem. It is a pleasing color, indeed, which makes an instant appeal. This color is used in complete lines of stemware in the plain, wide optic and Segaco optic, with three different shapes of footed ware in each. A line of crackled ware, including footed tumblers, ice tea and water sets and whiskey glasses comes in Amberina and seems to be especially adapted to show up the brilliant tones which characterize the new shade. The new Amberina color is among the most striking of the season's offerings and fulfills the demand for something unique and attractive in quality glassware, which the fastidious housewife is making. The plain and Segaco optic lines are also made up in a beautiful line of green which is equally charming.

Royal Bayreuth Dinnerware in New Patterns

Otto Goetz, Inc., 43 Murray St., New York, has recently received samples of Royal Bayreuth dinnerware in new designs and shapes. One has a three-quarter inch border in blue scroll effect, broken by medallions, having a yellow urn with deep red blossoms and leaves in green and yellow, alternating with medallion, having a smaller flower cluster of red and blue blossoms nested in green leaves. On one of the new shapes a periwinkle blue predominates in a border, broken by flower sprays, pink with green leaves and larger sprays in yellow; lavender and pink flowers. This has also a tiny inside ivory band in diamond pattern broken by panels with tiny pink roses and green leaves. Another has a deep blue conventional design, scroll work on an ivory ground, with tiny green conventional pattern running through the center. This is broken by panels with deep red blossoms and green leaves on a white ground. Another border pattern shown is in yellow-green, interrupted by panels of blue clover-like flowers with green leaves against a white ground, the panel being outlined in the same shade of blue and alternating with sprays of red flowers against a green ground. Colors are rich and design is characterful and interesting. Mr. Goetz is also showing several new twenty-three piece tea sets in three tones of lustre, combinations of yellow and blue, green and orange, and blue and orange, wide band effect with black line bordering each band and black handles, knobs and spouts. Fancy cake plates and salad bowls with large flower decorations in natural and conventionalized arrangements in delicate shades, white, pink and yellow roses, poppies, etc., are among the new importations which merit inspection.

New Designs in Booth Ware

Edward B. Dickinson, Inc., 37 W. 23rd St., New York, usually has something in Booth's dinnerware to interest the buyer. A new shape, the "Westminster," which is characterized by a soft toned ivory body, has a gold border with a band of beautiful blue, through which runs a formal spray, flowers and leaves in delicate cream tints deepening into buff with touches of black here and there to enrich the effect and accentuate the delicate colorings. A cream soup has been added to the shape and is especially charming in this new design, with gold traced handles and knobs in daisy effect. The "Old Garden," another new pattern in the Abbey shape, is quaint and lovely as its name suggests. The flower border is undefined in character like blossoms seen through a mist. The color effect gives charm and character to this design, with shades of plum and rose merging into one another with a touch of yellow here and there and soft green leaves. A green line edge finishes this border, and handles and knobs have green tracings. The soft ivory body on which these designs are used make an especially satisfying background for the colors, adding richness and depth and at the same time setting off the patterns and enhancing the detail of line.

New Martinsville Line Offers Many Surprises

A line that received no end of attention by the buyers at the Pittsburgh pottery and glass exhibit was that of the New Martinsville Glass Mfg. Co., New Martinsville, W. Va. Ira M. Clarke, general manager of the concern, who was in charge of the display, received congratulations on every hand for the many new and unusually interesting items presented. One of the hits was the new No. 728 Colonial line, a most effective Colonial flute with a plain border, employed in an original manner, that is very pleasing. The lightness of the ware is also a feature that appeals. It is made in a complete line of table ware, as well as soda fountain supplies. Another item that appealed strongly to the trade is a solid piece five section relish dish with center insert. Its particular feature, of course, is that it is made all in one piece, with the exception of the center insert. It is made in crystal, green, blue, amber and amethyst colors, and can either be had plain or in light cuttings. This item is also finding a big demand among the cutters and decorators. Application for a patent on the dish is now pending. A genuine novelty was also offered in a black glass floor lamp base. This is very graceful in shape and is destined to be popular with lamp manufacturers. The base comes in eleven pieces and is sold knocked down for convenience and economy in shipping.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

KENNETH P. LOCKITT, after opening his new salesroom on the fifth floor of 99 Bedford St., went to New York on the 22nd to remain until about February 5th. He is at the Hotel Imperial. He is handling the lines of H. P. Sinclair Co., Corning, N. Y.; Hirsch-Malgood Co. and Mound City Glass Co. Mr. Lockitt was New York agent of the Libbey Glass Mfg. Co. for several years until its recent reorganization.

J. J. Snyder was in Boston the first half of this week, making his first appearance as representative of Alfred B. Gunthel, New York, featuring Val St. Lambert glassware, Paragon English bone china teaware, Paimpolaise Brittany pottery and Balleroy French china dinnerware. Thursday he started back through southern New England. He expects to be at the New York office throughout February.

The new Palmer Clay Products Co. is now installed in Room 914 of the Chamber of Commerce Building. Claude A. Palmer, president, has been with the company for the last eighteen years and has had thirty years' experience in the clay products business. Known as "Cap" to Chamber members, he is chairman of the tenants' committee of the new building. "Cap" junior, Charles A. Palmer, is secretary and office manager of the new company. Until recently he was business manager of *Current Affairs*, the Chamber weekly, and editor of *The Center*, the section devoted to the new building. The new company has five salesmen covering New England, who since Jan. 1, have reported sales of thirty carloads of chain tile, firebrick, stoneware, sewer pipe and allied products.

Young's Hotel swarmed with visiting salesmen this week. There was B. F. Sharpe, representing Cataract-Sharpe Mfg. Co., Buffalo and Herbert & Neuwirth, New York, making Boston his first objective after the Pittsburgh show. During the next three weeks he will visit Providence, Portland and other New England cities with new light cut specialty numbers from Cataract and various colored glass and other specialties from Herbert & Neuwirth. Robert J. Wylie displayed imported and domestic dinnerware and specialties in china and earthenware from Fisher, Bruce & Co., Philadelphia. F. B. Carney represented Lazarus & Rosenfeld, New York, with interesting lines of imported china and glassware. Next week he goes to Philadelphia and Baltimore. Walter W. Church, with imported teapots and dinnerware for Edward B. Dickinson, Inc., arrived Monday for two weeks. Aaron Ehrens also represents A. L. Tuska, Son & Co., New York, here through next week.

New Massachusetts corporations include:

The A. M. Grant Furniture Co., Charlestown; furniture, wooden ware and lumber; capital, \$25,000; incorporators, Simon Theise of Brookline, Harold G. Grant of Cambridge, Benjamin Theise of Chelsea and Katherine W. Maguire of Charlestown.

California Dry Goods Co., Lowell; dry goods and department store; capital, 1,000 shares without par value; incorporators, Thomas W. Nason, Montgomery Reed and Irving Jameson, all of Boston.

Charles H. Weed, proprietor of C. H. Weed & Co., dry goods store at Claremont, N. H., and one of the oldest established business men of the town, died suddenly at his home there Jan. 21 at the age of seventy-eight. He is survived by two sons, Charles F. Weed, vice-president of the First National Bank of Boston, and Arthur H. Weed, a Boston attorney.

Louis Epstein has opened the National Sales Co., at Fall River. He was previously with the Royal Sales Co., Providence.

George E. Bruerton, former buyer at Shepard's, Boston, has sold out in California and is in the East visiting friends.

S. Kapstein reports a growing business in kitchen furnishings and allied lines. D. Gluckman, who is traveling for Kapstein in western Massachusetts and Vermont, is the latest addition to the sales force.

G. C. Tonolla, representing Morimura Bros., New York, left Saturday for Philadelphia, after three weeks in Boston, calling on the trade.

A. E. Kallman showed samples of the lamps of Drescher & Wertheimer last week, at Young's Hotel. He is now on his way through New York State to Pennsylvania.

Kresge Sales Increase

November sales of the S. S. Kresge chain were about three-quarters of a million larger than those of November last year.

Aggregate sales for the first eleven months of 1924 were \$75,494,099, an increase of \$6,722,825 over the same period of 1923. The figures for this November was \$8,252,174, an increase of \$744,428 over November last year.

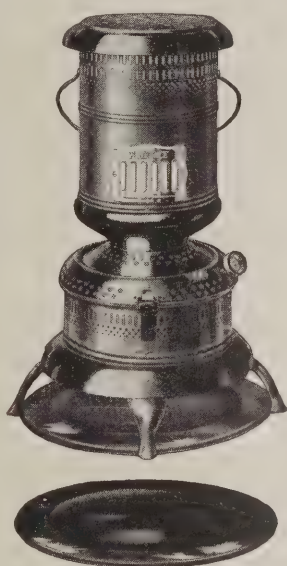
In the Household Utility Aisle

Some Practical Aids for Easier and Better House-keeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By BEATRICE MILLER WISNER

Stove Pan A "Florence" Accessory

SAFETY is the best part of valor, and the need of an attractive pan for placing under kerosene stoves is an absolute necessity for protecting floors, rugs, etc. The Florence Stove Co., Gardner, Mass., manufacturers of the Florence kerosene room heaters, have produced a pan which can be placed under the stove as a safeguard. The pan is constructed so that the stove can be placed on it. The legs clamp over the edge, thus making it easy to carry both stove and pan together from room to room. The pan is stamped from one piece of steel, and is completely covered with porcelain enamel which will not scratch. The fine lustrous finish makes it sanitary and easy to clean with a damp cloth. The stove and pan pictured herewith, shows the pan in actual use, and its shape, etc. One of the Florence Stove Company's new features of their stoves is carrying heat downward and sideways. This is accomplished by the porcelain enameled fire bowl, an exclusive "Florence" feature. The new "Florence" room heater is characterized by this new method of radiating heat at a lower level, instead of carrying it upward to the ceiling. This idea is an excellent one for keeping the heat about the feet rather than throwing it uselessly away, where it is of little benefit. Many heaters are shown in a pamphlet put out by the company, some finished in turquoise blue and bright nickel trim, black and nickel, and many others with powerful heating capacity, of attractive design and finish.



Space Saving Double Towel Rack

An excellent rack for keeping towels and wash cloths from slipping is manufactured by the Neatway Co., 117 West Larned St., Detroit, Mich. With the bars of the rack constructed to fit in the towels or wash clothes, the annoying slipping feature has been obviated. The non-slipping construction has been accomplished by flat cross-bars with which each rack is equipped, making a sturdy, serviceable rack for either kitchen and bathroom, or any room where towels are in daily use.

Easy Gliding Furniture Shoe

The annoyance and inconvenience of furniture, chairs, tables, etc., being hindered in moving on floors from place to place has been one of the most vexatious trials of the mistress of the home, and any product which will relieve this problem is a source of much comfort and gratification to her. The Onward Mfg. Co., Menasha, Wis., has overcome this difficulty in their "Onward" furniture glides. The illustration below, shows the "Onward" glide's construction. This excellent household necessity has a spreading steel spring which prevents its falling from the furniture leg and makes it very easily removed. It is enameled and polished, has a base and a short enough stem for all wood furniture. Its practical construction allows it to slide smoothly over rugs, linoleum or carpet without injury to them. The ball and socket principle of joint enables the shoe to adjust itself to uneven surfaces. The above concern also manufacture stove leg rests and several other types of furniture glides of similar construction. The "Onward" shoe glide furnishes the housewife with one of the best adjustments for lightening the task of house cleaning, and supplies a great need in a furniture accessory.



Baskets for Every Purpose

No utility is more universally used in the home, for practical use and for ornamental floral decorations than the basket. In the laundry, a basket is indispensable. The bathroom, or room set aside for receiving soiled linens, must accommodate a basket of some sort in its equipment. The Coles & Company, 229-230 West Street, are importers, manufacturers and agents of baskets of every kind for domestic use. Among the vast variety carried by the firm are market baskets, fancy baskets, flower and work baskets, laundry and clothes baskets and a line of shipping and delivery baskets. These are of many sizes and styles, constructed to suit the various needs of the home, office or institution.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

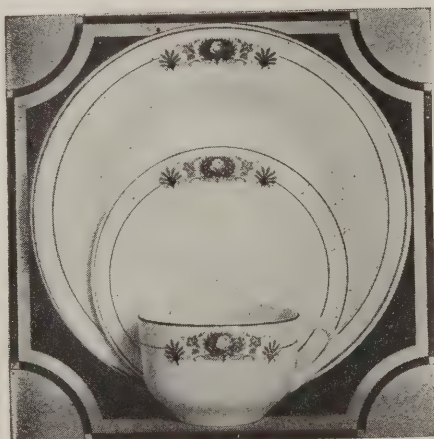
By

J. H. SMYTHE, REPRESENTATIVE

RETAILERS and wholesalers in china, glass, and allied lines are much encouraged by the business developments of the past few weeks. Buying in the retail stores reflects a better public feeling with respect to prosperity during the current year. Clearance sales in all the big Chicago department stores have been most successful and the merchandising managers have released their buyers with instructions to purchase needed stocks immediately and prepare for the year's business by placing orders for Fall and Summer delivery. Improvement in the mail order business continues. The annual report of Montgomery, Ward & Co. for the past year, made public last week, showed the largest net earning in the long history of that organization, exceeding the previous record of 1923 by 35 per cent. The net profits for the year were close to ten and one half million dollars.

Many of Chicago's prominent factors in the pottery and glass trades returned to Chicago during the past week from Pittsburgh, where they report business as most active and the annual glass show one of the best in many years.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Triangle 1000

The Chicago Housefurnishing Exposition held at the American Furniture Mart was brought to a close on Saturday of last week. This exposition included in its scope a wide variety of household equipment and housefurnishing. Some glassware and dinnerware was on exhibit here, as well as woodenware, enamel ware and household electrical appliances. On Thursday night of last week a meeting of the exhibitors was held in the Furniture Club to discuss plans for the next Housefurnishing exposition. The majority of exhibitors attending the meeting expressed satisfaction with the business they transacted during the show just closed and a number have already reserved their exhibit space for the Summer show. At this meeting it was decided to hold a four weeks' exhibit in the Summer commencing June 22 and running to the eighteenth of July. These dates correspond with the official dates of the mid-summer Furniture Market held on the sixteen floors above the American Exposition Palace where the housefurnishing show is to be located. The first show was decided upon and carried through in less than two months' time and for this reason the department store buyers were not as familiar with the buying opportunity as they will be in the future, when advertising will be conducted over a period of five months. Makers of gift merchandise and toys and novelties will be invited to join the exhibit for the Summer show. Spearman Lewis, director of the exhibit, was chairman of the meeting held at the Furniture Club.

The Gifts, Art Wares and Novelties Association at a recent meeting of the Board of Directors, decided definitely that the Annual Chicago Gift Show will be held at the Sherman Hotel the first two weeks in August. The twelfth and fourteenth floors have already been assigned to the association by the hotel management and additional space may be secured as desired. The place and dates of the show for the coming August correspond with the place and date of the big gift show held in Chicago last year. The association officials and directors are practically the same as those who conducted the show last year. W. C. Owen, president of the association made the announcement of the selection of the hotel last week.

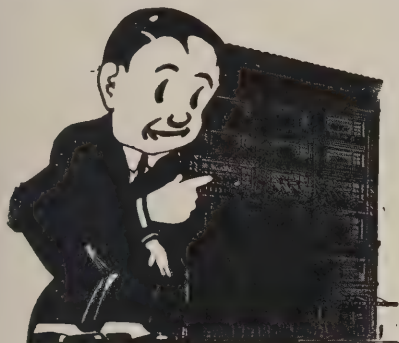
The annual Market Event of the Glass, Pottery, Lamps and Housefurnishing Association, of which Sam Natkin, buyer for Mandel Brothers is president, will officially open their show in the local display rooms of more than fifty factories, on Monday, Feb. 2. The display will continue until Feb. 14th. A meeting of the association was held at the Hamilton Club on Friday of last week to make final arrangements for the "Market Event." About

(Continued on page 30)

CHICAGO

READY TO SERVE
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.
Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; Rockford Peerless Furn. Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Ash Cabinet Co.; Canonsburg Pottery Co.

We will have available on January 1, about 4,000 square feet desirable space suitable for china, glass and housefurnishings. Will divide if necessary. Apply to

ROSENBERG & LURIE

178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring
in many dollars
Phone Wabash 860

TO LET

Why not Move In?
Rent at Pre-War Level
Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings
and Iridescent. Phone Central 3497

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
Haven Company

EARL W. NEWTON AND ASSOCIATES

GLASSWARE
DINNERWARE
HOUSEFURNISHINGS

9 North Wabash Ave. Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room
136 West Lake Street

WALTER B. ANDREWS

30 East Randolph Street
Corner Wabash Avenue
Room No. 405

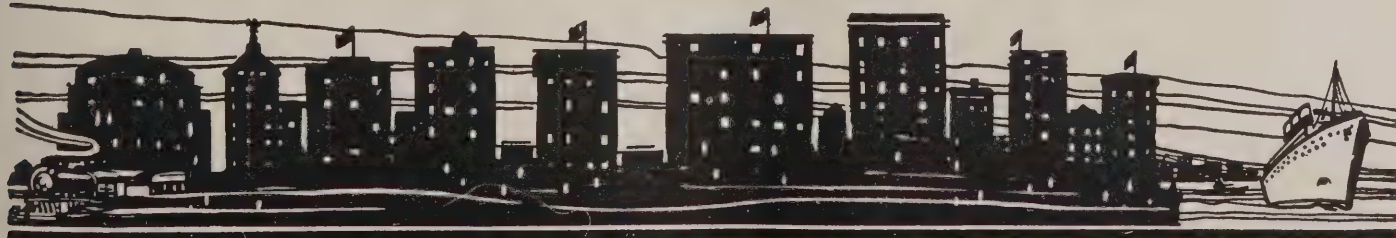
Representing

MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.

SEBRING, OHIO
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FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

A LONG established Ohio corporation of good standing, engaged in the manufacture of kitchen utensils and other articles of aluminum, desires to secure the services of a sales manager, a man who personally knows the trade and has successfully sold aluminum ware or similar lines. A salary with additional compensation based on results will be arranged for. Communications will be kept confidential. Address Box 462, care CROCKERY AND GLASS JOURNAL.

SITUATION WANTED

SITUATION WANTED—Young married man, 32 years of age, 15 years' experience in China and Glassware line, at present employed and holding responsible position with large wholesale house seeks position where efforts are appreciated. Box 457, care CROCKERY AND GLASS JOURNAL.

The Chicago Market

(Continued from page 28)

twenty members were in attendance to assist in last minute details. The publicity committee was authorized to have one thousand directories printed for the visiting buyers. Arrangements are being made for a banquet and dance at the Rainbow Gardens, Chicago famous million dollar cabaret. The date for the entertainment, however, will not be announced until the opening day of the Market Event. A feature of the Chicago show this year will be "Specials," one from each factory participating in the show, and offered to the buyers only for the period of the Market Event. This feature alone will make a visit to the Chicago show rooms between Feb. 2nd and 14th worth while for any buyer interested in glassware, dinnerware or allied lines.

Sam J. Natkin, buyer of china, glassware and art goods for Mandel Brothers will leave for Europe on February 11th where he expects to spend fourteen weeks in the search for new merchandise.

Eari W. Newton & Associates, 9 N. Wabash Ave., are now representing the National China Co., manufacturers of dinnerware. New samples from this pottery are already on display in the Newton show rooms, including the new Marchita pattern, which proved so popular at the Pittsburgh Glass Show last month.

Ira A. Jones, head of the Ira A. Jones Co., 9 N. Wabash Ave., left last Saturday for a business trip to Coshocton, O. He expects to visit the Pope-Gosser China Co. and other factories east of Chicago which he represents in

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

this territory. Geo. Turner of this company left for Minneapolis and the Northwest shortly after returning from the Pittsburgh Exhibit.

Glass Factory Activities

(Continued from page 24)

missed a January in the Pittsburgh and East Liverpool district, but this year he was in Florida because of illness in his family, and was unable to make the trip north at this time. This well known house was represented in the market, however, by the two sons of Mr. Ichenhauser.

Exposition at Grand Central Palace

Crockery and glass will be featured in profusion at the German Imports Exposition to be held in Grand Central Palace June 15-27. These dates were definitely decided upon this week. It will be managed by Edward D. Selden who was manager of the very successful French Exposition held in the Palace last spring. This is the first time that such an enterprise has been attempted with German goods and it is designed to afford importers of merchandise from Germany an opportunity to display the various lines collectively in a large exhibition open to the public. Grand Central Palace is ideally equipped for this, the majority of the big industrial expositions in New York each season being housed there.

While the full plan and scope of the German Imports Exposition has not been announced to the public as yet, some very interesting features are being arranged and the Exposition Committee will announce more detailed plans at an early date.

Inquiries regarding it may be addressed to Edward D. Selden, Room 1102, Grand Central Palace, New York.

"One misses Thorley, the florist, who has gone the way of all flesh, in the passing panorama. He amassed millions with his flower shop. It was his custom to appear always with a rose in his coat lapel. Fifth Avenue never saw him without it. There is another fellow who always wears a white carnation. He is a clerk in a carpet store."—Reprinted from "Liberty".

"AMERICA'S LEADING CERAMIC MATERIAL HOUSE"
LIQUID MATT BURNISH
WHITE GOLD

"WILL NOT TARNISH"

*USE IN PLACE OF SILVER & PLATINUM DECORATIONS
 ON GLASS OR CHINA*

THE ROESSLER & HASSLACHER CHEMICAL CO., NEW YORK

CHICAGO
KANSAS CITY

PHILADELPHIA
BOSTON
SAN FRANCISCO

CLEVELAND
PITTSBURGH
BALTIMORE

TRENTON
NEW ORLEANS

New Retail Association

Following closely the appeal for reduced distribution costs by Herbert C. Hoover, Secretary of Commerce, before the Distribution Conference just held by the Chamber of Commerce of the United States, nine department stores doing an annual business of \$100,000,000 have formed a cooperative group to develop greater economics in serving the consumer. This group will be known as the Associated Retailers of America.

To exchange information for the purpose of reducing the cost of retail distribution and to develop a merchandising plan that will result in real savings to the consuming public is the announced object of the formation of this organization. The following important department stores form the nucleus for the group:

Bloomingdale Brothers, New York; Gilchrist Company, Boston; The Outlet, Providence, R. I.; The Boston Store, Milwaukee, Wis.; The Golden Rule, St. Paul, Minn.; Lansburgh & Bro., Washington, D. C.; Bernheimer-Leader, Baltimore, Md.; Howland Dry Goods Co., Bridgeport, Conn.; England Bros., Pittsfield, Mass.

The officers of the group elected at a meeting January 21 follows: President, Felix Vorenberg, The Gilchrist Co., Boston; Vice-President and Treasurer, Samuel Bloomingdale, Bloomingdale Bros., New York; Secretary, Andrew M. Cooper, Howland Dry Goods Co., Bridgeport. The officers also constitute the Executive Committee.

All the stores in the new organization, according to a statement issued by President Vorenberg, specialize in popular priced merchandise which they handle in large volume. He stated that cooperation with the aim of finding more economical methods through research and combined purchasing in wholesale markets will be the plan followed to effect savings for the great mass of consumers served by the stores in the group.

"The research efforts of the Associated Retailers of America," said Mr. Vorenberg, "will be directed toward the collection of comprehensive information on market conditions, merchandise resources, store methods and sales promotion. The member stores will exchange information on these problems and the central organization, which will be located in New York, will conduct ambitious investigations of all new developments in retail distribution.

"Cooperative buying of merchandise stocks and supplies will be another important phase of our activities. The nine stores which have formed the group have a combined purchasing power of \$100,000,000 annually. This tremendous buying force will be brought to bear as a unit to secure the most advantageous prices and terms from manufacturers who naturally will welcome the opportunity to compete for large volume commitments.

"The membership of the Associated Retailers of America will be limited to 15 firms. The nine stores now included in the group are all of the same general character and size. Any other members who are accepted necessarily will have to conform to the general characteristics of the rest of the organization. Our project can best accomplish its purpose if all our stores serve the same class of trade in approximately the same manner.

"The task of selecting a Resident Manager to direct the activities of the Central Office in New York has been undertaken. A man of big calibre with thorough knowledge of retail distribution problems will be chosen.

"The Associated Retailers of America does not aim to supplant any existing machinery which has as its object the improvement of distribution methods or service to the retail merchant of a constructive nature. Our group will supplement the many commendable efforts for the betterment of the craft that are now functioning. It will utilize to the fullest extent the possibilities of close cooperation between its own members for effecting savings in distribution costs as enunciated by Secretary of Commerce Hoover at the Distribution Conference last week in Washington.

CHEERFUL reports come from the Grand Rapids furniture industry. Car loadings are at their peak for this season of the year, this not entirely due to coal loading. Coke is easier in price, as are copper and zinc. Large sales of tobacco are reported at Kentucky markets. The oyster industry along the Atlantic seaboard has been demoralized from New York south to Virginia by talk of typhoid infection, causing a stoppage of buying and the idleness of thousands of workers. Electrical goods, and especially radio material are still very active. Some cities report all available automobile chains sold out and rubber footwear is similarly active. The textile trades and the automobile industry send hopeful reports, and cotton spinning speeded up considerably in December.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

GUERIN POUYAT ELITE, LTD., 43 West 23rd St.,

Limoges China, Royal Crown Derby, Baccarat (French) Glassware, Aculus (English) Glassware, Alderson & Gyde, English Brass Reproductions.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and House- wares Trades

M. ROSENBAUM & SONS, 18 W. 23rd St.

Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:

Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Porzellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., Fredk. Skelton, Representative, 200 Fifth Ave.

Colored and Iridescent Glassware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building

Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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No. 6

AS THE EDITOR SEES IT

WHAT TO DO

THE annual report of Montgomery Ward & Co. showed the largest net earnings in the long history of that organization, exceeding the previous record of 1923 by 35 percent. The net profits for the year were close to ten and one-half million dollars." Encouraging as far as the comparative profits of the two last years is concerned, because it indicates a generally improved condition of general business. But what about the ten and one-half million dollars of profits, almost a million dollars a month, that have come largely from suburban and rural communities served by local stores?

DURING the same period tens of thousands of house-to-house canvassers have circulated among the customers of local stores throughout the country, selling goods that represented profits of probably more than the ten and a half millions enjoyed by the mail order house. It seems reasonable to assume that at least two million dollars a month clean profit to which the local dealers of the country have a reasonable first claim have gone "out of town," gone to strangers who have no other title to the business than that they came and took it.

THIS is generally classified by a large number of dealers as an "evil" which must be combated. Why not look the thing straight in the eye and give it its correct description. It is not an evil, either legally or morally. It is a perfectly fair form of competition, when carried on along honest lines, and no fair law will ever be enacted which will prohibit it. And if an unfair law is enacted, it will promptly be put out of business by the higher courts.

IT is a situation which must be met, however, by the storekeeper, and if it is not met a large number of them will not survive very long. It must be met by natural laws, not by legislative enactment. Common sense tells us that if the canvassers and the mail order catalogs can sell merchandise to the extent they do, we can sell them. If the people buy these goods "out of town" there is some reason for it. The question is, what is the reason, and what are we going to do about it?

IT is all right to talk about the "lure of the mail order literature" and the glittering claims of the silver-tongued canvassers being responsible. The fact remains in cold figures. Twenty-five million dollars have gone "out of town" during the past year and the chances are that more than that will go this year.

SOMETIMES the old backfire system works beautifully in meeting this form of competition. Out in Kansas the Rorabaugh chain has decided to fight fire with fire and give the peddler a dose of his own medicine. In fact, the management already has done some experimenting along this line in one of the small towns adjacent to the larger town in which one of the stores of the company is located. The result seems to have been quite satisfactory. The backfire in this case was one of the town's most popular young women, and she sold more than one thousand dollars worth of the store's merchandise including an electric ironer and two washing machines. There is a thought in this.

The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER VIII—OVEN PROCESSES: THE KILN AND ITS CONTENTS

NOW that the ware has reached the cooking stage the potter has stolen his most important designations from the bread baker. He calls his kiln, which is used for the first firing, a biscuit oven, and, after the clay pieces have been burned in it, they are referred to as biscuit ware, although there is little in either the oven or the ware to suggest biscuits. These kilns or ovens are of the two main classes: The older chimney forms, burning coal, and the recently developed gas ovens, consisting of a combination of several chambers, or one long one (known as the tunnel kiln) which burn gas as fuel. A detailed description of the bee hive type and its mode of working will be given first because it is still the prevailing form of oven in potteries throughout the world. Then will follow an explanation of the gas oven with predictions of its future prospects.

The beehive kiln is a furnace built of bricks and shaped like a giant bee-hive, twenty feet in diameter by fifty feet in height, more or less. At its base it is circular, with six, eight, ten or twelve fire places in its circumference. The secret of a good oven is to so build it that the flames from the fire places surround each piece of ware with uniform heat as far as possible. The two types of beehive kilns that best accomplish this are the down-draft and the up-draft. Space is insufficient to discuss the construction and relative merits of the down-draft and up-draft ovens. Some prefer the former as more economical of fuel and more uniform in heating. The greater number however prefer the latter as more economical both in construction and repair and simpler in operation. Consequently, while the down-draft oven is sometimes used for the biscuit stage, the up-draft type is the common one. In this the fires from bituminous coal are kept burning around the circumference of the oven delivering flames and hot gasses in two series; one set travelling upwards through flues to the top of the oven; the second set penetrating under the floor of the oven and passing upwards through a flue in the center of the kiln. The oven is usually surmounted by a domed roof containing in the center of its top a conical chimney. The chimney may be constructed from the aperture in



THIS is the eighth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

the top of the oven or may rest upon walls completely surrounding the oven. In the latter case what is known as a hovel oven is formed which has the advantage that both the workmen and the fires are well protected from the change of outside weather.

Setting-in: An interesting feature of a visit to a pottery is watching the oven men placing, or setting in, the goods that are to be fired. In the first firing the clay wares can be allowed to touch each other as the articles will not melt or adhere to each other during the process; but they must be safeguarded from dirt and smoke during the firing. For this purpose rough boxes known as saggars are used ranging between one and two feet in diameter. Saggars must be at least as fire resistant as their contents, so they are made of coarse fire clay mixed with refractory materials and are about three quarters of an inch in thickness.

They are produced in quantities by machines known as sagger pugmills which press through rollers the sides of saggars into proper thickness before they are hardened by firing. The saggars are carefully filled with the clay forms constituting the pottery to be burned. Frequently sand or powdered flint is sifted between the pieces. Some skill is required in building up the saggars in the bee-hive type of oven because they are not only needed to protect the pottery but also to enable the oven to be well filled with the ware. Men carry them on their heads into the oven and carefully, without jerking, shift the saggars from the well padded cap on the head to the proper place in the columns of saggars. These are built up from the floor to the top of the oven like so many cheeses. Each pile of saggars is termed a bung and the different bungs are arranged in rings concentric with the oven.

Arranging the ware: Care must be taken that the ware is arranged in the oven in the parts best suited to it because of the differing degrees of heat that are bound to occur in portions of the kiln. In the up-draft bee hive oven the hottest part is between or just above the upper flues; the top of the kiln is the next hottest and underneath the flues is generally not quite so hot as the top; also, broadly speaking, the outer circles or rings of saggars get more heat than

(Continued on page 18)



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have met an urgent demand for a popular line of their

FAMOUS NORITAKE CHINA

and have on display an exceptional assortment, rich in an abundance of New Creations at startling values and an exclusive array of

DINNERWARE

for 1925 Delivery

together with an unusual offering of

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EXTRAORDINARY VALUES

Especially Attractive Designs, in New Creations at prices never before offered.

Your early inspection will convince you of the advantage and necessity of placing your order without delay in order that you may be well prepared for the coming season.

We are ready to help you make 1925 a
BIG CHINA YEAR

MORIMURA BROS., Inc.

53-57 W. 23rd STREET NEW YORK, N. Y.

Income Tax Department

Conducted by M. L. SEIDMAN, C.P.A.

Of Seidman & Seidman, Certified Public Accountants

A FURTHER accumulation of readers' questions again makes it advisable to devote an entire article to answering some of them. It might be pointed out in this connection, that only such questions and answers are published that are of general interest and that have not been previously covered either by text or in answer to a question. In every case, however, where the question and answer is not published, the writer has made it a point to communicate directly with the inquirer, giving the answer to the question.

This is the tenth of a series of articles on how to prepare income tax returns, that will appear regularly in the columns of *Crockery and Glass Journal*. Mr. Seidman is Chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, attention of the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

Columbus bonds and also interest on Liberty Loan Bonds. If this amount is exempt from normal tax should it be shown in our income tax report, as gross receipts, and also in the deductions, or should it be left out of the report entirely? (2) Are the dividends from all corporation stocks exempt from the normal and surtax, regardless of the state whose laws the company is organized under? (3) Is every exemption allowed when computing the normal tax allowable when arriving at the surtax, except the personal exemption, whatever that may be?—P. & B. C.

HUSBAND AND WIFE'S RETURN:

Q. (1) Is a married man without children entitled to \$2,500 exemption when wife also is employed? (2) My wife and I are with a company for which I am manager. I receive in my name checks for all salary and expenses and then pay members of my company out of it. My bureau no doubt reports me as being in their employ at so much per week. Do I file merely my own earnings or the gross amount with salary deductions? (3) Shall the wife file a return, and what are her exemptions? (4) Are we entitled to hotel deductions, and must the name of the hotel be mentioned? (5) We have a home but were there but a few weeks in 1924, shall we file in the home city or Baltimore?—J. F. A.

A. (1) A married man is entitled to a \$2,500 exemption even though the wife may also be employed. (2) It would be advisable for you to show on your return the gross amount received and as a deduction the amount paid to the members of your company, in order that your return may be in agreement with the report sent in by your bureau. (3) You and your wife have the privilege of filing a joint return in which your earnings or deductions are combined, or separate returns. If separate returns are filed, the \$2,500 exemption can be divided between you in any manner you see fit. (4) From your next question it appears that your hotel costs represent amounts paid while away from home. If so, you can take the deduction, assuming, of course, that your traveling was on business purposes. The name of the hotel need not be mentioned. (5) You should file your return in your home city, as that is the place of your residence. The length of time you are there is immaterial.

TAX EXEMPT EARNINGS

Q. (1) I received interest on City of Cleveland and

A. (1) The tax exempt interest should not be shown as gross receipts and also in the deductions. However, the law provides that every taxpayer must make a statement on his return of the amount of his tax exempt income. You will find a particular place provided for that purpose on the return. (2) Dividends from all corporate stocks are exempt from the normal tax if the corporation is organized under the law of any state in the United States. It is only as to dividends from foreign corporations that there may be a question. (3) In addition to the personal exemption that may be deducted in computing the normal tax, there are also dividends taxable interest on Liberty Bonds, and credit for dependents. None of these deductions, however, can be taken in the computation of the surtax.

TAX FREE COVENANT BONDS

Q. We own a \$1,000 bond of the Chicago Railway Co. first 5s, due 1927. Reference to interest or taxes, printed in the body of the bond, reads as follows: "Payment shall be made without deduction of any tax or taxes which the Railway Company may be required to pay thereon or retain therefrom under any present or future law of the United States or any State, County or Municipality therein." In your opinion would we, or should we report the interest we receive on this bond as income and be subject to income tax on it?—C. B.

A. The interest on this bond must be returned as income. You are entitled, however, to take as a credit against your tax 2 per cent of the amount of the interest, since the Railway Company pays that 2 per cent to the government for your account.

ACTOR'S DEDUCTIONS

Q. In your articles on income tax you do not state what the actor is allowed to deduct. Please advise. Are

Shelleys

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AGENT WANTED

for U. S. A. by

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*Buyers visiting England will be
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round out
Unique Service
with

**Economy
Tumblers**

Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

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ECONOMY TUMBLERS
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More spacious quarters will enable us to render better service to customers, and to fully display our well known brands of

CHINAWARE GLASS
ART GOODS

FRED C. REIMER CO., INC.
New York

you also allowed to deduct money paid out for life insurance—E. A. N.

A. An actor is entitled to deduct money spent for meals and lodging while on the road. He can also deduct money spent for make-up, cleaning and pressing of clothes used in performances, agents' fees, dues of actors' associations, etc. Another deduction that is allowed, although very few have taken advantage of it, is depreciation on properties and clothing used in performances. Money paid out for life insurance can not be deducted.

FLORIDA RESIDENT

Q. Is a person residing in the State of Florida required to pay a federal income tax and a federal inheritance tax the same as one residing in the State of Pennsylvania?

M. H. W.

A. A resident of Florida is subject to a federal income tax and a federal inheritance tax. The state that one lives in has no bearing on the subject.

INCOME FROM AMERICAN TOUR

Q. I came to the United States August 22nd last on a 20-week contract, and I intend leaving for Europe at the end of February next. Do I have to pay income tax?—M. V.

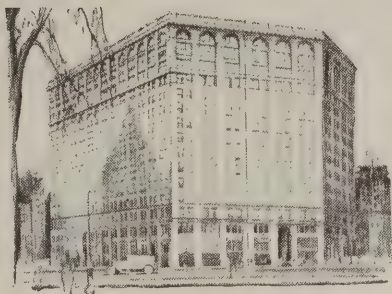
A. The income that you earn from your contract is subject to tax, as it is derived from sources within the United States.

The A. B. C. of Dinnerware and Fine Pottery

(Continued from page 14)

the inner ones. Therefore pieces of ware likely to warp should be put in the more moderately heated parts of the oven.

Hollow ware with covers, such as soup tureens, sugar bowls and covered dishes are generally fired with their covers on them, because of the difficulty of fitting the covers to the bodies afterwards, if they were burned separately. To the expert oven man experience has taught where each kind of ware should be placed to be best transformed by the heat of the proper degree of intensity into the biscuit state that is most desirable. He learns how to keep the saggars level and to put the stronger ones at the bottom, with a view to supporting the full weight of the perpendicular pile, as one sagger is piled accurately on top of another, so that the bottom of one forms the cover of the next below it, thus up to the top of the oven until the kiln is full.



National Leaders Gather Here

IN NEW YORK, the really big leaders in houseware maintain their offices in The Fifth Avenue Building. Whether your special line may be art and gift novelties, earthenware, glassware, lamps or bathroom fixtures, you will find many firms displaying your needs. One buying trip in one building will suffice for your seasonal requirements. Pleasant surroundings, successful

associates, and convenient location make The Fifth Avenue Building the logical place to do all your New York buying.

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JANUARY 28TH, 1925

T. Smith, tinware, aluminum ware, The Fair, Chicago, Ill., 225 Fourth Ave., Room 811.

T. Stackpole, housefurnishings, The May Co., Cleveland, O., 1115 Broadway (May Co.).

H. A. Allred, housefurnishings, Parks, Belk Co., Kanopolis, N. C., 120 West 32nd St. (A. Fantl).

H. L. Weaver, toys, go-carts, Broadway Department Store, Los Angeles, Cal., 115 West 30th (F. Lilienthal & Co.).

M. Moser, china, housefurnishings, Bry-Block Merc. Co., Memphis, Tenn., 112 West 38th St. (National Dept. Stores, Inc.), 19th floor.

M. V. H. Densmore toys, W. G. Weber Co., Salem, Mass., 314 Fourth Ave. (D. G. Alliance).

FEBRUARY 2ND, 1925

Miss M. Higgins, dolls, A. Harris & Co., Dallas, Texas, 105 Madison Avenue.

C. C. Adler, household furnishings, Dayton, O., 131 West 35th St. (Hoffman & Harthlay).

I. Rosenberg housefurnishing goods, toys, Evanston, Ill., 11 East 26th St. (McGreevey, Werring & Howell).

J. Smith, toys, L. S. Donaldson Co., Minneapolis, Minn., 159 Madison Ave. (Syndicate Trading Co.).

W. Thompson, toys, china, silverware, Chas. A. Kaufman Co., New Orleans, La., 15 East 26th St. (P. J. Reilly), Flanders.

Mrs. C. Smith, gift dept., Thompson, Belden & Co., Omaha, Neb., 115 West 30th St. (Weill & Hartmann).

J. Kohnfelder, china, housefurnishings, E. Lehrman, toys,

Kaufmann & Baer Co., Pittsburgh, Pa., 404 Fourth Ave. (J. Fleishman).

M. S. Meyer, S. Lowengart, toys, chinaware, glassware, M. Seller & Co., Portland Ore., 395 Broadway (R. A. Keller).

Miss Coulstin, lamps, The Emporium, San Francisco, Cal., 225 Fifth Ave. (Retail Research Assn.).

M. S. Meyer, S. Lowengart, toys, chinaware, glassware, M. Seller & Co., Seattle, Wash. 395 Broadway (R. A. Keller).

M. S. Meyer, S. Lowengart, toys, chinaware, glassware, M. Seller & Co., Seattle, Wash., 395 Broadway (R. A. Keller).

L. T. Huston, toys, Woodward & Lathrop, Washington, D. C., 370 Seventh Ave., Room 1701.

H. M. Bruce, housefurnishing goods, G. Inniw Dry Goods Co., Wichita, Kan., 220 Fifth Ave. (F. Atkins), Somerset.

FEBRUARY 3RD, 1925

G. Vandever, housefurnishings, Vandever Dry Goods Co., Tulsa, Okla., 323 Seventh Ave. (John M. Biggins, Inc.).

R. A. Miller, housefurnishings, toys, Wright, Metzler Co., Philadelphia, Pa., 105 Grand (Jay & Co.), Pennsylvania Hotel.

FEBRUARY 4TH, 1925

H. F. Greenwood house furnishings, Muller Co., Lake Charles, La., Pennsylvania.

R. Yarwood, china, glass, housefurnishings, toys, silverware, Hager & Bro., Lancaster, Pa., 315 Fourth Ave. (D. G. Alliance), Imperial.

J. T. Harris, Jr., china glassware, J. Heller, toys, D. Holmes Co., New Orleans, La., 15 East 26th St. (P. J. Reilly).

F. L. Warren, house furnishings, Callender, McAuslin & Troup Co., Providence, R. I., 159 Madison Ave. (Syndicate Trading Co.).



CAUGHT IN THE NEWS NET



ONE of the trade's most popular and well versed dinnerware salesmen, Wm. H. Rhone, familiarly known as "Billy," formerly traveling representative for the Steubenville Pottery Co., Steubenville, O., has joined the selling staff of the well-known importing firm of Morimura Bros., New York. Mr. Rhone, who assumed his duties with the firm last week, is now preparing his sample lines for an early departure on the road. He will devote his attention particularly to the concern's dinnerware line. Mr. Rhone recently resigned his position with the Steubenville Pottery Co., after being with the concern for five years. Previous to his experience with this factory he was with the Vodrey Pottery Co., East Liverpool, O., and still earlier with Geo. Borgfeldt & Co., and Louis Wolf & Co.

E. W. Hammond, New York representative for Knowles, Taylor & Knowles, and other factories and prominent glass decorator, has just been appointed vice commodore of the Horse Shoe Harbor Yacht Club, Larchmont, N. Y. The duties attached to this office are as familiar to "Eddie" as selling dinnerware, for he is a yachtsman of a good many years' standing and knows the ropes backward and forward.

L. O. Lankas, formerly traveling salesman for Guerin Pouyat-Elite, Ltd., who recently engaged with Vogt & Dose, left last Saturday for his initial trip for the concern.

F. C. Reimer Co., Inc., recently located at 141 Fifth Ave., New York, are rapidly getting settled in their new quarters at 49-51 West Twenty-third St., where they occupy the second floor, with approximately three times as much floor space as in their former location. They moved Saturday and by Monday, Mr. Reimer says, they were ready to receive buyers. The new showroom is light and admirably suited to display the lines of new Italian pottery Venetian glassware, French bronze, French glass and pottery, marble statuettes, French glass with silver deposit and Nymphenberg china, which have been added to the regular lines carried by this concern.

One of the buyers calling on the New York dealers this week will be registered at the Hotel Seville for a week or ten days yet, is Miss Mary Brennan, with McDougall & Southwick, Seattle, Wash. Miss Brennan has just taken charge of the china, glass and toy departments of this store, having formerly been a buyer for the Peo-

ple's Store, Tacoma, Wash. She succeeds Miss Mary Kelly in her present position, Miss Kelly having resigned to open a china and glassware shop of her own in Seattle.

Rehberger & Saul, 24 West 23rd St., New York, are busy getting their showrooms in readiness to display the new lines of imported glassware, dinnerware and fancy china. The first mentioned has never before been shown in this country.

Geo. Shearer has been added to the selling staff of Fred C. Reimer, Inc., New York, to cover New England and Canada. Emil Rosenthal also has joined this organization. He will cover New York City and the Metropolitan district with a line of specialties.

John H. Ling, who recently joined the organization of William G. Mueller, Inc., is now in the main office and sample room of that company, at 49-51 West Twenty-third St., New York.

Walter Elms, of the Dohrman Commercial Co., expects to sail Saturday on the S. S. *Baltic*. He will be gone about two months visiting England, Germany, France, Czecho-Slovakia, Italy, and other European countries.

"All Set" for the Salesmen's Banquet

Final arrangements for the thirty-third annual banquet of the Pottery, Glass & Brass Salesmen's Association which will be held in the north ballroom of the Hotel Astor on Lincoln's Birthday night, February 12th, at seven o'clock, have been completed and present indications point to an evening of rare enjoyment.

The association's new president, John J. Hines will offer a few remarks, and will preside as toastmaster in introducing Fred B. Shipley, the only speaker of the evening, who is confined to a quarter of an hour on a subject of live interest, "Salesmanship." Mr. Shipley will be present through the courtesy of Wm. S. Pitcairn, of the Wm. S. Pitcairn Corp., who personally secured his consent to deliver an address. Mr. Shipley is a highly successful business man and a clever speaker. He is president of the Shipley-Hollins Co., importers, and is also president of the National Association of American Importers and Traders.

Preceding Mr. Shipley's brief talk, entertainment will be provided by T. Arthur Baker's orchestra, the quality of whose music is too well known to members of the association, at banquets in past years, to need further comment.

One reason Syracuse China dominates the hotel and restaurant field



Economy. It's more than a matter of careful handling. Strength without bulk is peculiar to Syracuse China. It does not easily break, crack or chip. And unavoidable chipping is confined to the *under side*, due to the rolled edge originated by Syracuse China.

This is but one reason why Syracuse China is found in most of the leading hotels and restaurants. But it's a very good one. One you may well stress, and can easily prove, to your hotel and restaurant customers. Write us for further information.

Onondaga Pottery Company Syracuse, New York

58 E. Washington St.
Chicago, Ill.

342 Madison Ave.
New York City

SYRACUSE CHINA

As an added attraction, alternating with the orchestra, a special feature will be presented by Demarest Publications, Inc., in the form of Aaron Kiel's Harmonica Band, an organization of ten youths, playing harmonicas, accompanied by a pianist. This has been a big hit playing over the radio, every Friday night from WOR Station, Newark, N. J. Mr. Demarest feels particularly fortunate in being able to procure them for the entertainment of his friends on the evening of the banquet.

The big show characterized as "T. Arthur Baker's Surprise," follows immediately. This is a secret with the special entertainment committee, appointed by Chairman John J. Hines, and the only way in which to secure information is to buy a ticket.

Tickets are six dollars each and can be secured from the office of the CROCKERY AND GLASS JOURNAL, or from any member of the Banquet Committee.

Glass Firms Are Merged

Announcement has been made recently of completion of a merger that will incorporate the Smith Ceramic Studios and the Genesee Cut Glass Corporation under the corporate name of the Smith Ceramic Studios, Inc. Final papers were signed January 1.

The officers of the corporation are L. J. Smith, president and treasurer; G. B. Tuthill, vice-president; and H. S. Smith, secretary.

The new corporation has purchased the Crossman Building at No. 903 Monroe Ave., and announces extensive alterations are being completed which will make its new home harmonize with a residential neighborhood. Sale of the property was by the National Bank of Commerce, through Paul N. Schubmehl, broker.

The Smith Ceramic Studios will open a New York office, early in February, in the Fifth Avenue Bldg., Room 1112, under the management of Geo. H. Donovan, formerly salesman for Robeson Corp., Rochester, N. Y., manufacturers of metalware.

National Retail Dry Goods Association Holds Convention

Outstanding problems of merchandising in department stores will be a feature of the program of the 14th Annual Convention of the National Retail Dry Goods Association, Hotel Pennsylvania, New York, February 9 to 13. Specialized discussions of this phase of store operation will be under the auspices of the Merchandise Managers' Group, a membership body of store executives allied with the parent Association.

The Merchandise Managers' Group program, which was announced today by Lew Hahn, Managing Director of the National Retail Dry Goods Association, ties up closely with the convention keynote, "Better Selling." The meetings which will be under the auspices of this group are scheduled for February 11 and 12. These two days are

OWEN CHINA

A MODERN Blaco border with Tan, Gold and Grey touches and small rose festoon. A decidedly attractive design carefully laid on fine white, high gloss, painstakingly selected ware for two weeks' delivery.

The Owen China Co.
Minerva, Ohio

Pattern No. 859

NEW YORK
HERBERT & NEUWIRTH
Company Incorporated
25 West 23rd Street

GOLD MEDAL
ST. LOUIS
O.C. CO.
MINERVA, O.

CHICAGO
EARL W. NEWTON
and ASSOCIATES
9 North Wabash.

to be devoted entirely to a series of group meetings for all convention delegates. They will attack the more highly specialized aspects of the keynote problem with the help of departmental executives from the member stores.

The complete program for the group sessions of the Merchandise Managers, as announced by Mr. Hahn, follows:

WEDNESDAY MORNING, FEBRUARY 11, 1925

Meeting of the Board of Directors of the Merchandise Managers' Group.

WEDNESDAY AFTERNOON

"Merchandising a Store in a Small City," by Ernest C. Hastings, president, The Caldwell Store, Inc., Washington, Pa.

"Merchandising for Group Stores," by Victor W. Sincere, president, The Bailey Co., Cleveland, and The National Dept. Stores, Inc.

"Underlying Factors in the Business Trend," by Dr. Benjamin M. Anderson, Jr., economist, The Chase National Bank, New York.

THURSDAY MORNING, FEBRUARY 12, 1925

"Better Merchandising to Insure Better Selling," by Felix Vorenberg, vice-president, The Gilchrist Co., Boston.

"The Functions of a Merchandise Manager," by Walter N. Rothschild, Abraham & Straus, Inc., Brooklyn.

OBITUARY

George E. Homer

George E. Homer, Boston jeweler, died suddenly Saturday at his home in Belmont. For many years he and his brother, the late Joseph J. Homer, conducted branch stores in Providence, Lowell, Portland, Ayer and Taunton. He was born in 1857, the son of Peter and Elizabeth Homer of Boston. He and his brother began on Winter St. in 1875 with a showcase three feet long. When his brother died Mr. Homer discontinued the branches and two years ago completed the eight-story Homer Building at 45 Winter St. His widow, Mrs. Minnie L. Homer, and his associates will continue the business. He leaves also a daughter, Mrs. Mildred Homer Philbrick of Belmont, and a granddaughter. He was a member of the Masons, Knights of Pythias, Elks and the Ancient and Honorable Artillery Company. The funeral was held Wednesday at Forest Hills Cemetery.

December Department Store Sales Advance

Dallas, Tex., and the New York district showed the biggest increase in department-store sales during the month of December over any other section of the country, according to the report of the Federal Reserve Board issued here recently.

Sales of 374 department stores throughout the United States were 4 per cent larger in December, 1924, than in December of the previous year, according to reports received by the Federal Reserve banks, in co-operation with the Controllers' Congress of the National Retail Dry Goods Association. Increases were reported from all Federal Reserve districts, except the Cleveland, Minneapolis and Kansas City districts, where there were small declines. The greatest increases occurred in the Dallas and New York Federal Reserve districts, where sales were larger by 8.2 per cent and 7.6 per cent, respectively. Percentage changes in dollar sales between December, 1924, and December, 1923, are shown by Federal Reserve districts in the following table:

Federal Reserve District	No. of Stores Reporting	Percentage of increase (+) or decrease (-), compared with Dec., 1923
Boston	56	+ 2.6
New York	45	+ 7.6
Philadelphia	76	+ 4.0
Cleveland	12	- 0.7
Richmond	21	+ 5.4
Atlanta	24	+ 6.0
Chicago	40	+ 2.8
St. Louis	15	+ 5.1
Minneapolis	20	- 0.5
Kansas City	10	- 0.9
Dallas	13	+ 8.2
San Francisco	42	+ 0.8
United States	374	+ 4.1



WHAT THE POTTERIES ARE DOING



WHILE generalware potteries in this district are not operating on a normal basis, in the majority of instances there has been a decided increase in production in many plants. The increase in new business is due to requirements of the trade following the January inventory season, and also to the fact that many department store buyers have anticipated stocks for March and spring sales. Production in the plants hereabouts during the first month of the year was quite in excess of that of December. A number of the potteries located outside the local district are also operating on better schedules, some four days per week, others five and one-half days. It is the opinion of all the local manufacturers that on or before April 1st potteries will be operating as near normal as it is possible to do so. Rarely can a plant go to the limit of its production, because of manufacturing conditions, and the failure of all employees to remain steadily at their employment. However, a general survey of conditions in all local factories does show that business is steadily improving, and that the receipt of new business is more pronounced than at any time during the last quarter of the old year.

At a meeting of the stockholders of the Southern Potteries Co., Erwin, Tenn., a few days ago the old board of directors were re-elected and the board organized by the election of the following officers: President, Charles W. Foreman, Canton, O.; vice-president and secretary, G. F. Brandt; treasurer, R. M. Barry. The directors in addition to the officers include George F. Hankins, Lexington, N. C.; J. M. Wilkinson, W. B. Montgomery and A. S. Hartsell. Business conditions with this company are pronounced good, and the outlook for steady operations this year are said to be excellent with this firm.

Pottery supply distributors this week declared that the demands being made upon them for raw materials by pottery manufacturers remind them of the specifications received during the late war period. Some very heavy specifications have been placed with the flint and spar producers, while those concerns dealing in clays and materials used in decorating departments are having rather large orders placed with them also. In almost every instance the manufacturers are anticipating future requirements with a liberality that has not been experienced by the raw material distributors for several years.

Word received in this district from Trenton, N. J., is to the effect that Charles May, one of the best known of the eastern pottery manufacturers, who has been ill at his home for a period of time, is gradually improving. Mr. May has retired from active interest in the pottery industry.

With the Atlas China Co., Niles, O., erecting five additional kilns, the company will be in a position this year to offer a greater production than ever before. Several of these kilns have been erected and are now in use, while other factory extensions are in contemplation. The clay department in this plant is working better than five days per week. A number of new patterns have been added to its decorated line of dinnerware this year, these being now shown for the first time.

It is now declared that the largest single order for dinnerware placed with any concern displaying its line in Pittsburgh, Pa., during January was valued at \$65,000. A year ago it was announced that the largest single specification was worth \$100,000 and that distribution of both specifications was over a period of time.

The Ceramics Products Co., Mt. Savage, Md., is the name of the concern that is now featuring for the first time a line of lamp and portable ceramic bases. The company is headed by John Ramsey, Mt. Savage. A number of shapes are being offered, and it is said to be the intent of the company to increase the number of shapes and sizes during the year. These bases are to be had with electric equipment, but without shades and bulbs. Solid colors are used in decorating.

R. H. Simmers, son of F. I. Simmers, president and manager of sales of the Hall China Co., has joined the sales department of this firm.

"I look for a steady inflow of business throughout the year," observed George S. Brush, head of the Brush, McCoy Pottery Co., Zanesville, O. "I am convinced that before the opening of spring there will be a still further revival in business, and that distributors will be in the market all the while. Our business at Pittsburgh was ahead of last season, and this is considered an excellent omen."

George T. Bratt, western salesman for the E. M. Knowles China Co., is arranging to begin a journey over his territory. He will show the full line of this factory.

Fred Kline, representing the Knowles, Taylor & Knowles Co., with headquarters at Dallas, Tex., after spending a few days at the Pittsburgh exhibit visited the local offices. Mr. Kline declared that business conditions in the south were steadily improving, and that the demand for domestic dinnerware was showing a decided increase. Mrs. Kline did not accompany her husband here this season as has been her custom.

(Continued on page 30)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



HIS friends, which are legion in the trade, will learn with much relief, that Marion G. Bryce, president of the Board of Directors of the United States Glass Co., Pittsburgh, who was very seriously ill with pneumonia, has passed the danger point and is now on the road to recovery. Mr. Bryce attended the Western Pottery and Glass Association banquet in Pittsburgh on January 13th, and never appeared in better health. Only a day or two after, however, he was taken ill and for a few days his life was despaired of. Previous to his illness Mr. Bryce had planned to start for California this week. As soon as he has sufficiently recovered his strength he expects to leave on the trip.

A three-day business conference of salesmen and others affiliated with the Capstan Glass Co., South Connellsville, Pa., has closed. In addition to the selling organization of this company, salesmen and officials of the Anchor Cap & Closure Corp., Long Island City, N. Y., also attended. The early part of the conference had to do with the practical side of glass manufacturing, and then followed talks on sales plans for the current year. There was also a discussion bearing on plant and factory improvements, and another session of the salesmen was devoted to a discussion of the subject of "Prospects for 1925." Such subjects as credits, packages, and traffic were also discussed. Following the meeting of these men, they took a special car from Connellsville over the B. & O. railroad to Cincinnati, O., to attend the annual meeting of the National Cannery Association.

Glass manufacturers in East Liverpool district report that as a result of the recent "show" new business is in very steady receipt. Confirmation of orders placed by buyers during the January period are not being delayed by merchandise managers, which seems to indicate to the manufacturers that new stocks are in urgent request. There are also instances reported where additional business has come in the same mail from the same concerns forwarding confirmations and that those buyers who have a "free hand" are also forwarding additional business since they returned to their desks, following the completion of inventories, many of which were not completed when buyers were in the market. Ample business is said to be on file in most all factories to insure steady operations during the first quarter of the year, but in the meantime the spring buying period will be at hand.

No decision has been reached as to what will be done with the property of the Meade Glass Co., Bellaire, O., which was recently purchased by Dr. J. C. Berry and H. F. Wiedman, Bellaire. The factory of the Meade Co. is uncompleted, never being placed in operation. The

affairs of the company were in the hands of a Trustees' Committee who sold it to the new owners.

Following a brief period of idleness, the plant of the Cameron Glass & Mfg. Co., Cameron, W. Va., has been placed in operation. The company is featuring a line of chimneys and electric glassware and also auto and signal glass. Some improvements were made to the factory during its suspension.

The factory of the Ohio Glass Products Co., Massillon, O., declared to be one of the most modern plants of its kind in the country is again on full production basis. This concern which began business last year is marketing a line of glass containers manufactured by a new process, which is said to be controlled by that company.

The glass plate display arrangement designed by William A. Reaper of the Co-Operative Flint Glass Co., Beaver Falls, Pa., and shown for the first time during the recent exhibit season, is being followed by most all retail glass distributors in the country. This is a triangular display frame, painted white, with the various colored glass placed in a groove. All sizes and colors are scanned by the eye of the retail buyer at a glance. The space on this display stand is so arranged that all sizes are shown at one time.

It will be very gratifying news to the friends of Reuben Haley, general manager of the United States Glass Co., Pittsburgh, who has been confined to his home from illness for several weeks, that he is beginning to show improvement. He is still in a weak condition from his long siege, but if he continues to recuperate at the present rate, it is sincerely hoped that it will not be long before he will be able to return to his desk, at the offices of the company.

General repairs are now being made at the plant of the Jenkins Glass Co., Arcadia, Ind., as a result of one of the tanks in the factory bursting recently. This plant will not be placed on full production until all repairs are completed, and their new electric lehr installed.

At a meeting of the stockholders of the St. Marys Glass Co., held at St. Marys, W. Va., the old board of directors were re-elected, and the latter organized by re-electing all former officers. This company is manufacturing a line of tumblers and stemware.

Reports have reached the market that the policy of the Kresge Department Stores, Inc., in increasing their pres-

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Duncan & Miller's New Amber and Green Lines Enthusiastically Received

NO new lines turned out by the Duncan & Miller Glass Co., Washington, Pa., at any time in its history, have created as much favorable comment as the items presented by the concern for the first time, at the Pittsburgh Show in January, and which are now being displayed by Paul Joseph at the concern's sales-room in the Fifth Avenue Building, New York, as well as at the showrooms of the factory's other representatives in various cities of the country. The concern's No. 40 green salad plate line, which was so well received when it was brought out late last fall, has been augmented to include stemware and a variety of other items. The richness of the beautiful emerald green and the beauty of the spiral flute, utilized so effectively in this line, certainly leaves nothing to be desired. The stemware shape is very fetching in a low foot flared style, with one and two button stems with spiral flute bowl and plain band rim at top. This stemware has all the charm and dignity of the highest priced lines and will be at home in the environment of the most luxurious surroundings. Other items equally lovely are vases, candle sticks, pickle dish, oyster plate, grape fruit dish, individual footed almonds, all sizes in salad plates in all green and a jug in spiral crystal with emerald green handle. There is also the concern's popular octagon shape and plain round salad plates, to be had in the same green color. Of equal importance from a point of attractiveness is the factory's beautiful No. 40 amber line, introducing the spiral flute effect, in an exquisite amber color, in combination with crystal. This line embraces all of the interesting items mentioned in the green line as well as several additional articles of great sales possibilities. Its particular difference from the green line is that the items are worked out in a different manner than in the green. Instead of being solid amber, the stemware for instance, has a crystal bowl with a plain band of amber at the top, also fancy amber stem and crystal foot, salad plates have crystal centers with amber bands, in fact, the complete line is worked out in effects of this character, which are most pleasing and at the same time offer a variation from the plain solid color.

New Dinnerware and Fancy Lines Shown by Nathan Straus & Sons, Inc.

New fancy lines, from Limoges are being shown by Nathan Straus & Sons, Inc., 119 Fifth Ave., New York, in their spacious new showrooms. These include teaset in a variety of unique and charming shapes and decorations. One of special interest has an ivory tinted body against which stripes in crimson and tan, with added decorations of roses and green leaves, make a striking effect. Another which is most pleasing to the eye has deep blue stripes in plaid effect with sprays of green gooseberries

and leaves in very natural colorings. This is a design which will take the fancy of Madame who is seeking something unique. Blue and ivory plaid gingham effect with sprays of deep yellow roses and green leaves combine to make another charming pattern in tea sets. Breakfast sets, too, come in for their share of attention showing, as they do, so many original and lovely designs. An embossed tile effect in various colors is one of the most interesting of these, being decidedly "different," as well as most attractive. The tiles are solid color outlined in white in a most distinctive fashion. Colors are blue and white, black and white, green and white, red and white, mauve and white and one is in solid white. Shapes of cups, coffee pots, sugars, and creamers are especially adapted to the tile embossing, as they are simply modeled on severe, straight lines. A cake set consisting of large plate and a half-dozen small ones comes with rim in the same effect in yellow and white. It is dainty and bound to please Miladay." It is really quite impossible to do justice to the charm of line and color which characterize these tea and breakfast sets. There are numbers in all over Persian designs, in black and red, black and blue, black and green, black and rose and black and silver. These have the same straight lines as those with embossed tile designs and are rich and colorful. French dinnerware shows a new octagonal Rouen shape in several new patterns. One of these has a narrow yellow line border with a band in green and white conventional design, and a center fruit group showing yellow pears, oranges, blue mellow-like fruit with green leaves set off by touches of black here and there. Another has a floral running band, with blue blossoms alternating with black leaves. Blue traced handles and knobs make the charm of this model complete. Lovely ladies in quaint old-fashioned costumes, gaily colored and delicately modeled, make bon-bon boxes of distinction and invite inspection of those who seek a combination of quality workmanship and artistic design.

Graham & Zenger Importing New Fishbowls and Stem Ware

A tall wrought iron stand of Venetian workmanship and design with a fish bowl which is at once charming and unique is shown by Graham & Zenger, 104 5th Ave., New York. The bowl is large and spacious, of a graceful flare type and has an added feature which is, to say the least, intriguing. It is fashioned with a tall central globe which is filled with water also, so arranged that the fish can enter somewhere at the base and swim gracefully about inside. The bowl is amber and is wonderfully decorative in its iron stand. This concern also is showing some new reproductions of Old English "Pine Apple" cutting in amber colored glassware, including a full line of stem ware. This design is an attractive combination of flutings and diamond cuttings and has the charm of the olden days which appeals to lovers of beautiful glassware.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

"BUSINESS activity in New England is now at a rate almost equal to that prevailing a year ago at this time, and, in fact, is not much less than it was during the 'period of prosperity' in the early part of 1923," says the Boston Federal Reserve Bank business summary, issued January 31. "There have been few reports of reduced operations during January; the trend has been rather toward a higher rate of operations. Complete reports for December show that there was a larger increase in the rate of activity than in any single month for several years. The improvement, furthermore, was quite widespread and not confined to a few large industries. Toward the latter part of January there was some reduction in the volume of new orders booked, but this had no immediate effect on the average production schedule. The employment situation has been favorably affected, there being increases in the total number employed, the proportion of those employed on full-time schedules and average weekly earnings in December as compared with November. Retail trade is beginning to respond to the improvement in the general business situation. Sales during December of representative New England department stores amounted to the largest monthly total on record and were approximately 2½ per cent in excess of those of December, 1923. Boston department stores reported that their sales during the first two weeks of January were approximately equal to those of the corresponding period a year ago. The volume of wholesale trade in New England during December was very favorable, the shoe trade in particular reporting a heavy volume of shipments."

The F. Vorenberg Co. reports a wonderful increase in business during the past three months, gross sales having increased 29 per cent in November, 10.5 per cent in December and 12.5 per cent in January over the figures a year previous. The departments in the order of their importance are silver, china, glass, jewelry, lamps, watches and fancy articles. This concern gave an informal dinner and dance at the Copley-Plaza last Friday to its fellow-workers, seventy-five of whom attended. Charles C. Foss was toastmaster and Felix Vorenberg, president, and Burton LeDoux, manager, made speeches. A professional entertainment and dancing followed.

The new owners of E. S. Brown Co., Fall River, include Harry L. Burrage, president of the Connecticut Cotton Co., and director of several corporations; George T. Winchester, formerly with Gilchrist's and Filene's and later with a dry goods concern at Fort Wayne, In-

diana; and Henri H. Kaufman, treasurer of Marshall's, Inc. They have leased the property where the firm has been located for the past thirty-seven years for a long term.

Thomas A. Case, who takes over the headquarters of the Eastern Clay Goods Co., the New England subsidiary of Robinson Clay Product Co., Akron, Ohio, has been manager of Robinson Clay Product Co., Canada, for the last sixteen years, with headquarters at Toronto. He is a Michigan man and has been with the Robinson people twenty-one years. As heretofore, the company handles the stoneware, flower pots and Rockingham ware teapots, jugs, jardinières and bean pots of the Ransbottom Pottery Co., the Robinson plant at Roseville, as well as sewer pipe, firebrick and building materials. Allen E. McLean has joined the sales staff.

Howard A. Leary and George H. Gies, under the firm name of Leary & Gies, are direct factory representatives for the American Cutlery Co., Dearborn Co. furniture specialties, house furnishings and toys; Enterprise Aluminum Co., L. J. Leon Manufacturing Co., bird cages and stands; A. Mecky Co., velocipedes, scooters, tot cars and juvenile automobiles, and New Standard Corp., food choppers, ice cream freezers, cherry seeders and asbestos mats. They have two new men on the road in New England.

The United States Glass Co. has put out the parrot design in white gold on black, and the nasturtium, Jupiter green, Jupiter pink and President patterns.

George A. Granville is back after several weeks of good business in Pittsburgh, and reports the new Coronado shape of Knowles, Taylor & Knowles, with ten new decorations, is taking well in Boston.

A. W. Rogers Electric Co., Clinton, electrical appliances, has been incorporated in Massachusetts with \$100,000 capital, by A. W. Rogers, Florence J. Rogers and Roger F. Jermain, all of Clinton.

The Butterfly Box and Spaulding-Moss Co. have branches in the Park Square Building.

Perry Adams, recently advertising manager of Landers, Frary & Clark Co., makers of household appliances, and formerly with the American Optical Co., has opened

(Continued on page 30)

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are
Doing to Promote Trade in China, Glassware and Allied Lines

By BEATRICE MILLER WISNER

PARTICULARLY beautiful lamps have an artistic setting in a window featured by Ovington, in which delightful Dresden figure lamps are shown, with the predominating colors of the shades in rose and delicate pink. These are a flaring shape, fashioned of chiffon, decorated with tiny silk rosebuds and edged with gold passementerie trimmings. The lamps in the foreground show unique figures, having appropriate shades, while in the center of the window there is a most bewitching two-figure model, with a canopy shade of a very light green shirred georgette, which gives a tone to the predominating color scheme of rose and pink. At the right side of the window, is a most unusual glass lamp model of frosted glass grapes. This is an extremely novel lamp, producing something new in illuminating glassware. The extreme rear of the window exhibits an elaborate mirror, which reflects the setting and gives a most artistic aspect to the entire window display.

Housewares month at Koch & Co. proclaims the hour of replenishing for coming seasons and many excellent values and prices are exhibited in the following items: all white porcelain top kitchen tables of first quality, white enameled frame, at \$6.95, white enameled kitchen chairs, at \$1.85, white enameled rice boilers, at \$1.79, sink strainers, at 49 cents, clothes hampers from \$2.25 up, refrigerators, at \$29.98, imported bird cages from \$2.50 to \$4.50, of solid brass in square type with removable glass guards, imported wash baskets, whole willow and braided top, at 79 and 98 cents, all these with aluminum ware and wooden ware make up a desirable assemblage of household utilities at popular prices.

A tempting display of English Rock crystal, bone china and fancy plates is one of the outstanding features at reduced prices, shown by Gimbel Bros., fifth floor. Among the collection is a 60 set piece consisting of 12 goblets, 12 wines, 12 cocktails, 12 liquors and 12 clarets at sale price, \$386. These are beautiful specimens of crystal and worthy deductions from former prices. Excellent Royal Worcester short fancy lines, place plates at \$45 a doz., breakfast plates at \$37.50, cups and saucers, show two beautiful designs in decorations and are especially attractive for the prices named. Dinner sets of English china, from famous potteries, at \$712.50, French fancy china dinner and breakfast plates with beautiful French, English and Bravarian service plates of choicest decorations, at remarkably low prices, bring forward some of the Gimbel specialties in the china and glass departments which are attracting attention and admiration of local and out of town visitors to the store.

Especially beautiful lamps and shades are inducements at Vantines, including exquisite figure lamps of soapstone, agate and Foo Chow lacquer, Chinese cloisonne, porcelain and Tokanabe in a large variety at reduction prices. Some wonderful Japanese porcelain figure models are shown in lovely colors and raised decorations, mounted on natural root bases with oval shade of georgette, trimmed with fancy gold and blue ruching. These are priced at the modest figure of \$46. Another unusual lamp of Chinese porcelain, black, blue, coral or gold vase, mounted on cast metal base, with shade of a flaring shape, printed silk with gold braid in two-tone color, and edged with heavy silk fringe, is priced complete at \$12. Handsome teakwood and fine Chinese lacquer stands on which to place these lovely lamps or for other purposes, are estimable values at \$65 and \$35 respectively. These table stands and lamps would add much to the interior splendor of the home.

In the housewares department of R. H. Macy & Co., basement section, there are to be found wonderful values in many specialties listing interesting objects at low prices. Electric toasters, reversible style, of polished nickel with ebonized handles, priced at \$3.74, electric irons of polished steel, complete for \$2.79; aluminum percolators, cup size, at 74 cents; aluminum sauce pan sets, at 74 cents, step-ladders with reinforced iron rods, at \$1.59; extra fine corn brooms, at 98 cents, stainless knives with white handles and blades stamped from high grade steel, suitable for hotels or domestic use, priced at \$3.79 for a set of six of these with other items at equally low prices, invite the regard of those wishing to avail themselves of standard goods at attractive prices.

Attractive crackle glassware dishes and dainty flower blocks are displayed in a well decorated window of one of the Woolworth chain stores. The glass plates in plain white color, are artistically arranged in tiers, peeping out among a variety of artificial flowers and ferns which give a most refreshing and novel window dressing atmosphere. The little flower blocks are of glazed pottery, in the shape of birds of bright green and blue. These are dainty and appropriate small gift objects and an unique flower holder. The Woolworth artificial flowers are also special inducements and a conservative decoration at times when the price of natural flowers are almost prohibitive. Another attractive window specializing in household aluminum ware, is also a most enticing arrangement of useful home kitchen accessories of excellent make and quality at Woolworth prices. Sauce pans, plates, pan lids, and small wares; spoons, cake lifters, etc., have a conspicuous place in the well equipped window display.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THE annual Market Event of the Chicago Glass, Pottery, Lamp & Housefurnishing Association, opened in Chicago on Monday of this week. The show this year is being held in the local sample rooms of the Chicago manufacturers' agents and the branch offices and displays located in Chicago. The opening day of the event brought in a very satisfactory attendance and before the week is over it is expected that close to five hundred buyers will have visited the local sales rooms. The association will hold a dinner dance and entertainment at the famous Rainbow Gardens on Thursday night of this week. "Specials," offered by every factory participating in the Market Event, have attracted many buyers to the Chicago market this week.

Specialties in amber glass, both clear and satin finish are among the new things in the Chicago display of the United States Glass Co. The amber line was shown for the first time this week in the Chicago display, the samples having been completed since the Pittsburgh Show. F. L. Bryant, of the Tiffin factory, and H. H. Phillips from the Gas City factory, were in Chicago this week assisting during the show.

Arthur Davis, formerly vice-president and general manager of the Davis Store, has been appointed president of that company, and John M. McClurkin, general superintendent, has been made vice-president and assistant general manager. The change in official status in no way will affect the management of the store. In accepting the presidency, Mr. Davis succeeds C. E. Davis, who retired from the position in November.

There will be a meeting of the Gifts, Art Wares and Novelties Association on Friday evening, February 6 to consider plans for the August, 1925, Gift Show. Arrangements have already been made for holding the show at the Hotel Sherman during the period, August 3 to 8, 1925. Formal announcement of the exhibit with application blanks, etc., will shortly be furnished to all members of the Association and, as in previous years, an equal opportunity given each to secure desired space, giving relative priority of choice to those who participated in one or more of the previous exhibits. The Gift Show—a one week event, has brought about one thousand buyers to Chicago during each of the past three shows. Announcement of the meeting was made by W. C. Owen, president.

Walter B. Andrews, factory representative, reports having received new samples from the Monongah Glass Co., the Cooperative Flint Glass Co. and The Duncan & Miller Glass Co. Included are a number of colored glass items.

Edward I. Hadesman of the Standard Wood Turning Company, Herman Klein and Sol Renner have purchased from G. F. Bunday, 557 x 125 feet of land on Halsted Street, at Ninety-sixth for \$20,000. The tract will probably be used for an industrial development.

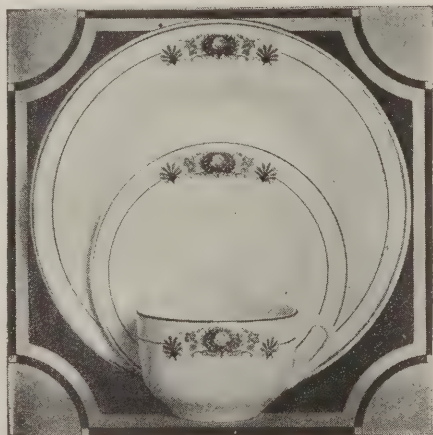
Ira China Co., 805 W. Randolph St., was organized last week with a capital of \$10,000. Business will be dealing in restaurant and hotel china, dishes, hotel equipment, etc. Incorporators are Charles Abrams, Abe Stabner, Max Lerman and Nat D. Seidner.

The New Era Manufacturing Co. increased its board of directors from 3 to 5 and changed its name to the Everbrite Stainless Cutlery Co.

Edward N. Hurley, of the Hurley Machine Company, makers of Thor Washing Machine, Chicago, will act as chairman of the Illinois Manufacturers Association dele-

(Continued on page 30)

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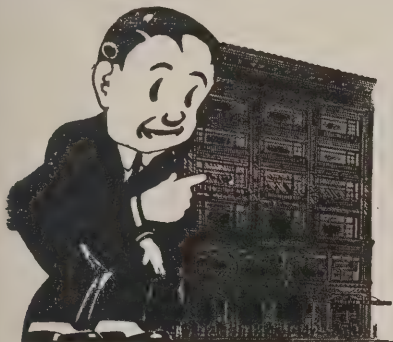
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Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

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Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; Rockford Peerless Furn. Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezzer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Ash Cabinet Co.; Canonsburg Pottery Co.

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Fine Dinnerware and Fancy China.
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A few words in this space will bring
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W. L. GERALD, Chicago Representative

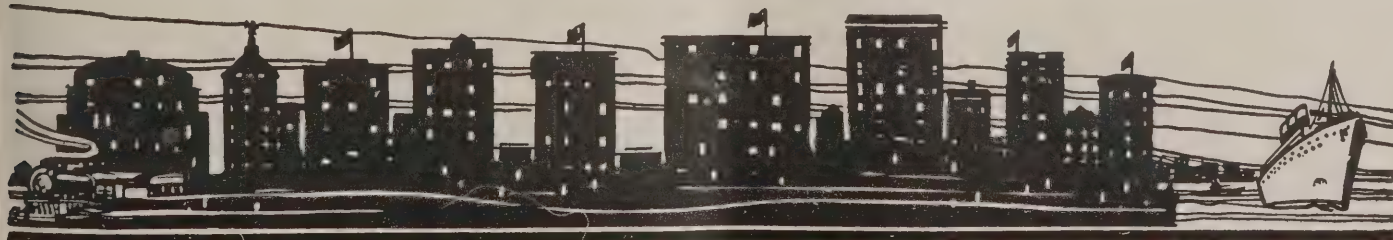
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Room 930

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W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

WANTED AT ONCE. Salesman of experience to sell Pottery to responsible trade, Dinnerware plain and decorated, specialties such as salads, cake and other lines essential to any well assorted crockery stock. Lines that will sell in every store. Write giving experience, reference and territory you cover. P. O. Box 764 East Liverpool, Ohio.

WANTED. Salesman thoroughly experienced in china and glassware business for Southern California territory headquarters in Los Angeles. Commission basis. Box 465, care CROCKERY AND GLASS JOURNAL.

PURCHASING COMMISSIONS WANTED

CONTRACTOR with prominent German and Czechoslovakian china and glass factories wants purchasing commissions for import. Sailing end of February for Leipzig Fair. Box 466, care CROCKERY AND GLASS JOURNAL.

The Chicago Market

(Continued from page 28)

gation to the International Chamber of Commerce which will hold its third general meeting in Brussels, June 21 to 28.

Oscar Helm, of Helm & Soukup, manufacturers representatives and importers, will leave for Europe on Feb. 17.

The Venetian Glass and Mirror Co. changed its name to J. A. Olson Co. last week.

Eagle Lamp Shade Co. have received \$3,800 insurance, compensating them for loss by fire recently at their factory, 1617 So. Michigan Ave., Chicago.

The Miller Bros. Furniture Co., 4020-4028 W. 26th St., was incorporated last week for \$100,000. The company will deal in furniture, household goods, and hardware. Incorporators are John F. Devine, Jr., Geo. L. Seidel, and Donald J. Seeley.

Advance-Parcho Lite Corporation, makers of lamps and shades, have increased their board of directors from 3 to 4.

Boston News Notes

(Continued from page 26)

offices in the Chamber of Commerce Building as an expert in direct-by-mail advertising.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars, Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

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255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Among the arrivals at Young's Hotel this week was L. A. Bennett, Cox & Co.'s New England representative, with the lines of Homer Laughlin China Co., Imperial Glass Co. and S. K. Bitner, Lancaster, Pa. He has engaged room 47 for the month of February.

Arthur L. Blackmar was here five days this week with the decorated glass ware of the Quaker City Glass Co., and cut line of the Hunt Glass Works, Corning, N. Y. He plans to be at the Hotel Imperial, New York, Room 541, through February 20 or longer.

Others newly arrived at Young's Hotel are Phil. J. Greenspan, representing Herbert & Neuwirth Co., Inc., and A. B. Zuckerman, with many new features from L. D. Bloch.

Frank W. Couillard, assistant treasurer of R. H. Stearns Co., with which he was connected for forty-one years, died on January 30 in Braintree.

What the Potteries Are Doing

(Continued from page 23)

Ross C. Purdy, secretary of the American Ceramic Society, has advised local members of the Society of plans to establish a course in ceramics in one of the southern California universities. There is but one class in ceramics in southern California, and that is conducted by Frank Baddeley, at the Lincoln High School, Los Angeles. At this time there is no university ceramic training in California.

Glass Factory Activities

(Continued from page 24)

ent chain of two stores will be to purchase those properties which present the most favorable aspect, including opportunity for expansion. The Kresge department store chain now consists of the Palais Royal, Washington, D. C., and the former L. S. Plaut & Co. store, Newark, N. J.

The Federal Illuminating Co., New York, recently incorporated at \$10,000 to manufacture fixtures. Those interested are H. Schoffer, E. Mullen and M. Levin.

ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

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VOL. 100

February 12, 1925

No. 7

AS THE EDITOR SEES IT

Rising Imports Portend Business Gains

OFFICIAL foreign trade figures of the United States for the month of January indicate an increase in imports. A heavy inward movement is indicated by customs receipts for the month and is looked for as reflecting expanding industrial activity throughout the country.

ASSUMING that industrial activity is picking up as reported by high Government officials, a sharp reaction in the foreign trade trends of the United States is expected during 1925 away from the conditions which resulted in a favorable trade balance of \$1,000,000,000 for 1924. Steadily increasing imports are predicted, which, coupled with declining exports, are expected to result in monthly trade figures showing exports and imports at much nearer a parity, even if actual unfavorable merchandise trade balances are not sustained.

MORE apparent evidences of this change are forecast for January than were visible in the December trade figures. Customs receipts for January aggregated \$47,000,000, as compared with \$40,000,000 in December and with \$40,000,000 in January, 1924. Imports during December aggregated \$334,000,000, the highest figure since June, 1923, and a substantial advance during January is anticipated through the increase in customs receipts. This is emphasized by the fact that December imports were approximately \$50,000,000 greater than those of January, 1924, although customs receipts for the two months were at about the same figure.

HEAVIER shipments of raw materials are regarded as responsible for the high import figures for December, while the parity of customs receipts for that month and January of the same year are explained by the fact

that many important raw materials are on the free list and enter without the payment of duty. With a \$7,000,000 increase in customs receipts during January, as compared with December, and with the probability of continued increases in raw material imports, a much larger import total is to be expected for January.

EXPORTS, on the other hand, will continue downward, it is believed. Shipments during December aggregated \$443,000,000, which was \$50,000,000 below the November figures and some \$84,000,000 below the October figures. Experts are of the opinion that Europe is abandoning the policy of hand-to-mouth buying which has obtained since the war and has returned to its usual practice of buying ahead supplies such as grain purchased in the United States. This condition means a return of the seasonal movement of American exports, and it is felt that shipments during the next few months will be at a comparatively low ebb.

MOREOVER, it is not expected that there will be a recurrence of the condition which developed in 1923 when, for the four months from March to June, unfavorable monthly trade balances were sustained to be later overcome and wiped out by increasing exports. During that year an incipient boom was followed by a slump and imports of raw material were suddenly halted by a slowing down of industrial activity in this country. This year, it is believed, there will not be a slowing down of activity which will cause a reduction on imports. In other words the import figures for the next few months may be taken as a criterion of the extent to which there is increased activity in the industrial centers of the country and consequently improving business conditions throughout the nation.

Income Tax Department

Conducted by M. L. SEIDMAN, C.P.A.

Of Seidman & Seidman, Certified Public Accountants

PREFERENCE is again being given to the answer of readers' questions, as most of these questions present situations of general interest that are undoubtedly confronting many readers. Mention might again be made, in this connection, that space requirements do not make it possible to publish every question received and the answer thereto. In many cases the questions are along the same lines or have already been answered in previous articles. The policy followed, therefore, is to publish only those questions that contain a novel feature or are of general interest. In every case, however, a direct communication is sent to the inquirer, giving the answer to his question. A few of the questions sent in are answered below:

STOCK LOSSES

Q. My losses on the Stock Exchange for the year 1924 exceed my income for that year. Under these circumstances, of course, I pay no tax. The question is whether I am allowed to carry forward to my 1925 tax return the excess of losses in 1924.—P. A. E.

A. In order to deduct a net loss, the loss must result from the operations of a trade or business. If your business is that of trading in stocks, you can deduct the excess of your losses in 1924 on your 1925 return; otherwise you cannot.

SALE OF BUSINESS

Q. I sold my interest in my business for \$6,000. The profit was \$3,000; the balance was cost of merchandise. I took long deferred notes to close the transaction. Should I state the entire \$6,000 as income in making out my return, or should I only state \$3,000, the actual cost of the merchandise? Also, shall I include in the return the notes as a whole, or wait until due and paid?—R. E. T.

A. Only the profit, namely \$3,000, need be returned by you for income tax purposes. Unless the notes have no fair market value, you cannot wait until the notes are collected. If they have a fair market value, you need consider them only at that value and adjust your profit accordingly.

INVESTMENT LOSS

Q. About four years ago I invested \$6,300 in a concern which has since gone into the hands of a receiver.

This is the eleventh of a series of articles on how to prepare income tax returns, that will appear regularly in the columns of *Crockery and Glass Journal*. Mr. Seidman is Chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, attention of the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

Please advise me whether I am entitled under the law to deduct this from my income when filing my income tax report.—O. W. Z.

A. The loss on your investment can be deducted, and your deduction should be taken in the year in which the investment becomes worthless.

INCORPORATING A PARTNERSHIP BUSINESS

Q. In 1905 some friends and myself formed a partnership for the purpose of buying and selling unimproved real estate. In 1917 we decided to incorporate and the new corporation took over the assets of the partnership.

In making up our balance sheets, we have added yearly to the original cost price of each parcel the taxes and interest paid on the mortgage as representing a fair increase in the value of the land, so that in May, 1917, when the corporation took over the assets, each parcel stood on the books at a substantial advance over cost price. Having sold a number of parcels in 1924, the question has arisen whether in computing the profits to the corporation, it is proper to base the same on the original cost of the property to the partnership or on the cost as shown on the books of the partnership in 1917, when the corporation took over the properties of the partnership.—C. E. S.

A. The basis for determining gain or loss to the corporation is the value of the property at the time it was turned into the corporation in 1917. If the books of the partnership at that time reflected fair value, the book figures should be used. The original cost of the property to the partnership has no bearing on the case, as under the 1917 law, incorporating a partnership business was a transaction in which gain or loss might be recognized.

PERSONAL EXPENDITURES

I would like to know if deductions are permitted and how to determine the amount of deduction in each case, of the following articles: (1) cigars, cigarettes, smoking tobacco, theatre tickets, watches, rings and eyeglasses. (2) I understand that deduction of 1923 state tax from federal tax is permissible. Is this correct? (3) Are union (trade) dues deductible?—C. W. P.

A. (1) The amounts expended for items you mention are not deductible as they are purely personal expenses. (2) State taxes are deductible on the federal tax return. (3) Dues paid a union are likewise deductible.

EXEMPTION FOR SUPPORT OF PARENTS

Q. My two brothers and myself each contribute \$20 per month which we send monthly to our parents in Scotland who are up in years and unable to earn their living. We are anxious to know if we are allowed exception individually or whether the exemption only goes to one.—D. J.

A. Only the one who is the chief support of the dependent can deduct the exemption. In your case it is apparent that you and your two brothers are equal contributors. Under the circumstances none of you could claim the exemption. It would be necessary for one of you to make more than 50 per cent of the total contribution for that one to be entitled to the exemption.

STRAUS BONDS

Q. I hold a Straus bond which has a tax-free provision in it up to 4 per cent; that is, the Straus Company pays 2 per cent at the source and refunds the other 2 per cent to me. How shall I treat this in my return?—J. A.

A. The 2 per cent refunded to you should be reported by you as additional interest. You can take as a credit against the tax due by you, the 2 per cent that has already been paid at the source for you.

Buyers in New York

FEBRUARY 5TH, 1925

E. Cassill, china, glassware, lamps, L. S. Ayres & Co., Indianapolis Ind., 225 Fifth Ave. (Retail Research Assn.)

T. J. Gill, china, crockery, glassware, Emery-Bird-Thayer, Dry Goods Co., Kansas City, Kansas, 25 Madison Ave., Cumberland.

W. W. Taylor, housefurnishings, toys, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave. (D. G. Alliance).

J. I. Jefferson, toys, J. R. Milner Co., Lynchburg, Va., 1115 Broadway (F. Lilienthal & Co.), Collinwood.

FEBRUARY 6TH, 1925

C. McDonald, toys, dolls, D. B. Loveman Co., Chattanooga, Tenn., 105 Madison Ave. (Mdse. Reporting Co.).

P. L. De Loach, toys, gift goods, W. T. Fountain, Greenwood, Miss., 11 East 26th St. (McGreevy, Werring & Howell.).

C. Press, toys, china, L. S. Ayres & Co., Indianapolis, Ind., 225 Fifth Ave. (Retail Research Assn.).

Miss E. Grodinsky, china, glassware, lamps, L. S. Ayres, Indianapolis, Ind., 225 Fifth Ave. (Retail Research Assn.).

FEBRUARY 9TH, 1925

L. J. Koster, housefurnishings, china, toys, L. J. Koster, Brad-dock, Pa., 128 West 31st St. (Livingston & Goldsamt).

W. Fergus, housefurnishings, Boston Store, Chicago, Ill., 44 East 23rd St.

D. Cowperthwait, housefurnishings, china, toys, Bowman & Co., Harrisburg, Pa., 105 Grand St. (Jay & Co.).

L. Wiesel, housefurnishings, glass toys, Fine Bros., Harrisburg, Pa., Breslin.

H. E. Greenwood, housefurnishings, toys, Muller Co., Lake Charles, La., Pennsylvania.

G. F. Berry, lamp shades, B'way Dept. Store, Los Angeles, Calif., 115 West 30th St. (Weill & Hartmann).

G. M. Reiss, toys, Reiss Merc. Co., Mobile, Ala., 11 East 26th St.

J. Atkins, housefurnishings, J. Atkins, Salt Lake City, Utah, 333 Seventh Ave. (J. M. Briggs).

A. W. Kunzman, housefurnishings, crockery, hardware, Ban-non's Dept. Store, St. Paul, Minn., 1140 Broadway.

A. H. Baum, housefurnishings, silverware, toys, M. Golden-berg, Washington, D. C., Pennsylvania.

W. W. Lease, silverware, hardware, housefurnishings, china, P. Wiest's Sons, York, Pa., 370 Seventh Ave. (William Gross & Co.).

FEBRUARY 10TH, 1925

J. Shaw, toys, The Hower Co., Akron, O., Breslin.

H. W. Leh, housefurnishings, toys, china, lamps, H. Leh & Co., Allentown, Pa., Pennsylvania.

C. H. Guest, woodenware, housefurnishings, hardware, baskets, electric goods, Jordan, Marsh Co., 432 Fourth Avenue.

C. Booth, toys, housefurnishings, H. & S. Pogue Co., Cin-cinnati, O., 366 Fifth Avenue.

C. Hasen, housefurnishings, toys, Wm. Taylor, Son & Co., Cleveland, O., 225 Fifth Avenue, Room 823.

R. B. Lersch, china, silverware, toys, John Sersch & Co., Cleveland, O.

M. H. Blakely, housefurnishings, Trask, Prescott, Richardson Co., Erie, Pa., 105 Madison Avenue. (Mdse. Reporting Co.)

H. D. Patterson, housefurnishings, china, toys, hardware, J. S. Patterson & Sons, Findley, O., Pennsylvania.

George Warren, lamp novelties, Rurude Dry Goods Co., Fort Wayne, Ind., 1270 Broadway. (Geo. R. Pond).

H. T. Siemon, housefurnishings, Herpolshimer Co., Grand Rapids, Mich., 1170 Broadway, (Morgan & Ahrens) York.

R. F. Beckett, housefurnishings, toys, Anderson, Newcomb Co., Huntington, Va., 276 5th Avenue.

L. Brunner, housefurnishings, Anderson, Dulin, Varnell Co., Knoxville, Tenn., 233 Seventh Avenue. (J. M. Briggs, Inc.).

F. M. Taylor, housefurnishings and toys, Maison Blanche New Orleans, La., 112 West 38th Street, (City Stores Co.) 14th floor.

Miss M. L. Brown, gift goods, Miller, Rhoads & Swartz, Nor-folk, Va., 432 4th Avenue, D. G. Union.

F. Hamilton, housefurnishings and toys, F. Hamilton, Ports-mouth, O., Pennsylvania.

M. Atkin, housefurnishings, Auerbach Co., Salt Lake City, Utah, 333 7th Avenue. (J. M. Biggins).

A. Toutenhoofd, china, glassware and toys, H. C. Prange Co., Sheboygan, Wis., 120 West 32nd Street (A. Fantl).

E. A. Walker, housefurnishings, Feibelmans, Shreveport, La., 370 7th Avenue.

P. Bussard, housefurnishings, Fashion-Tehan Co., Springfield, Ohio, 200 5th Avenue (W. Floeckher).

R. A. Miller, housefurnishings, and toys, Wright-Metzler Co., Uniontown, Pa., 105 Grand Street (Jay Co.).

W. G. Fugel, housefurnishings and toys, Stix, Baer & Fuller, St. Louis, Mo., 455 5th Avenue (Natl. Dept. Stores, Inc.).

W. R. Hume, housefurnishings, Woodward & Lathrop, Wash-ington, D. C., 370 7th Avenue, Room 1701.

J. E. White, housefurnishings, White Bros., Waynesboro, Va., Latham.

FEBRUARY 11TH, 1925

D. Pakari, toys and china, E. G. Harrison Co., Barnesville, O., 120 West 32nd St. (A. Fantl).

W. W. Taylor, housefurnishings and toys, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

W. Paton, toys, Boston Store, Chicago, Ill., 44 East 23rd St.

J. S. Mackie, toys, P. Deisroth Sons, Hazelton, Pa., 105 Grand St. (Jay Co.).

M. L. Streater toys, Daniels & Fisher Stores, Denver, Colo., 35 West 39th St.

G. D. Crowe, toys and housefurnishings, Younker Bros., Des Moines, Ia., 448 4th Ave. (I. S. Farian).

A. J. Pollatchek, housefurnishings, china and toys, The Famous Co., McKeesport Pa., 128 West 31st St.

J. W. Otto, housefurnishings, Otto Bros., Macon, O., 1170 Broadway (P. Mahler).

W. H. Yager, toys, Pierr & Co., Moline, Ill., 352 4th Ave. (Kirby, Block & Fisher).

W. G. Fugel, housefurnishings and toys, Stix, Baer & Fuller, St. Louis, Mo., 455 7th Ave., 12th floor.

O. F. Schwertman, toys, and dolls, Schwertman Toy Co., St. Louis, Mo., Latham.

T. Trethaway, housefurnishings and toys, MacWilliams, Wilkes-Barre, Pa., 134 West 32nd St. (C. S. Logan).

Invent Glass Substitute

A chemical product resembling glass and useful for many of the same purposes recently was perfected by Fritz Pollak, a German inventor, says *Popular Science Monthly* for February. It can be rolled, bored, polished, or cut, without the tendency to splinter that glass has. Because of this quality it is useful especially for automobile windows, optical instruments, ornaments and toilet articles. The inventor arrived at this product by condensing carbamide and theo-carbamide with formalde-hyde.

The ABC of Dinnerware and Fine Pottery

By ALFRED H. HOLBROOK

CHAPTER IX—THE BEEHIVE KILN: BURNING THE WARE

THE doorway of the filled oven is closed with fire clay bricks cemented over it with a mixture of clay, sand and water. The fires are lighted and continuously kept going, gradually increasing until the maximum heat is reached and then gradually cooling down until the firing is over. With earthenware the temperature reached inside the kiln varies considerably, but does not as a rule exceed 1250 deg. C. or 2282 deg. F. as a higher heat than this would tend to warp and melt the ware. In the case of china a hotter firing is required to produce the translucent fusing that is desired. The china kiln also varies in heat but generally runs up in temperature to about 1400 deg. C. or 2550 deg. F. This, however, does not apply to the British bone china which is one of the softest kinds and is usually burned at a temperature but a little higher than is used for earthenware. The French china is of a medium hardness while the German and Czecho-Slovakian china are the hardest of all requiring the hardest burning of any pottery. It should be noted also that in Continental Europe there is sometimes no separate biscuit firing. The dried china clay shapes before being burned are dipped into glaze and one firing suffices for body and glaze.

Frequent tests of the heat in the oven are made by the fireman. The kiln has trial holes left open at different heights in its structure from which he pulls forth by an iron rod certain articles, little rings of red clay and other trial articles such as bits of broken clay plates placed there



THIS is the ninth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

for this heat test. By breaking these, inspecting their color and texture he can determine how far the contents of the oven have gone in being fired. A good fireman also judges as much from the general working of the oven, the color of the heat inside, the amount of flame issuing from the crown hole as he does by these trials.

The heat color in a biscuit beehive oven begins to redden the flues about two feet up when twenty-four hours have passed. After thirty-four hours it becomes a brown red all through. After forty-four hours it should be a brilliant cherry red. When fifty-four hours are reached a whitish red shows that the end of the firing has come. A large twenty-foot oven should take from forty-five to fifty-five hours to fire and consumes from seventeen to twenty-two tons of coal. In a biscuit oven the fires are seldom if ever drawn, but are allowed

to burn themselves out. For at least twenty hours after the firing is finished the oven is not disturbed. Frequently thirty hours are permitted to elapse before the mouth of the furnace is opened.

Of course no two ovens are alike and the same oven in different firings develops once in a while something exceptional. The successful fireman is one who has learned much from long experience and he comes to depend not upon the timing of the oven by his watch nor even by the appearances of the various trials. Almost intuitively from his training he is able to fathom each emergency and do promptly the thing that it needs.



Allerton's "Blue Willow" Dinnerware of Enduring Charm



No other factor has contributed more materially to the perpetuation of popularity of this centuries old pattern, than charming productions, such as Allerton's famous Old English Blue Willow, generally conceded one of the best "Blue Willows" on the market.

The quaintness and grace of line of the artistic shape, which was modeled especially for the decoration, is a thing of beauty in itself, while the quality of the ware and in fact every detail has been worked out to a degree of perfection, that places it in a class quite by itself and insures the dealer, the best moderate priced Blue Willow obtainable.

A large stock of assorted crates and open stock is carried in New York for immediate delivery.

Import orders taken for any assortments desired.

MADDOCK & MILLER, Inc.

39-41 West 23rd St.

New York

Kind Words From Our Friends

"Your Holiday Number is very interesting and up to the usual high standard. I preserve these copies and have them filed away for quite a few years back." These words of Ernest Bersback, manufacturers' agent and importer, 402 Boston Block, Minneapolis, Minn., are welcome to our ears. They pat us on our editorial backs and make us feel pretty serene. Wouldn't they you? Incidentally they are not the only commendatory words we have received since the publication of our Golden Anniversary Number. Just because we think you are really interested we are reprinting just a few of the many congratulatory letters we have been receiving:

HOUSTON, TEXAS,
Jan. 16, 1925.

CROCKERY & GLASS JOURNAL,
45 East 17th St., New York, N. Y.
Gentlemen:—

We have your Fiftieth Anniversary number, and we want to congratulate you on the general get up of this number, it is artistic from every standpoint and we congratulate you on this achievement.

Trusting that you will have many more of these issues.

Yours truly,
JNO. MCCLELLAN & COMPANY, INC.,
A. BALDINGER, Secy.

EAST LIVERPOOL, OHIO,
January 12, 1925.

Demarest Publications, Inc.,
45 East 17th Street,
New York City.

Gentlemen:

Congratulations on the 50th Anniversary number of CROCKERY & GLASS JOURNAL. It is the best yet and I wish friend Jaques were alive to know in what progressive hands his favorite magazine had fallen.

I wish you full success in 1925, for your enterprise certainly warrants same.

Respectfully,
W. T. TEBBUTT.

ALBANY, N. Y.,
January 12, 1925.

Mr. F. Calvin Demarest,
c/o CROCKERY & GLASS JOURNAL,
45 East 17th St.,
New York, N. Y.

Dear Mr. Demarest,

I have been reading carefully and with great interest your beautiful Fiftieth Anniversary number and believe it is undoubtedly the most beautiful trade magazine that has ever been published.

On page 84 I note a reproduction of the advertising page from the first issue of your journal and one of the ads is of particular interest to me, that of Bliss

& Perkins, as Mr. John L. Bliss of this firm was my wife's father.

This firm has gone out of existence many years ago as both Mr. Bliss and Mr. Perkins have passed over.

I well remember the old store on West Street which was afterwards moved to Tremont Street, at which location they finally went out of business.

Respectfully yours,

E. H. WADE.

COUNCIL BLUFFS, IA.
Jan. 26, 1925.

THE CROCKERY & GLASS JOURNAL,
45 E. 17th St.,
New York, N. Y.
Gentlemen:

The Xmas number of the CROCKERY JOURNAL reached us about ten days ago, and want to congratulate you upon its appearance. The writer has been a reader and subscriber of the CROCKERY JOURNAL since practically its first issue. Your 50th year anniversary reminds me that we have been in the china business this length of time. Also that there are very few of us left that were in the business 50 years ago.

We are enclosing you herewith item taken from the Council Bluffs *Nonpareil*. This closes our business in china in Council Bluffs, but we still are quite interested in the china business, and read the CROCKERY JOURNAL religiously. It is the best method in keeping in touch with what is going on.

Hoping that 50 years hence you will publish the Century number of the CROCKERY JOURNAL, we remain with kindest regards

Very truly yours,

W. A. MAURER.

NEW YORK, N. Y.,
January 12, 1925.

Editor, CROCKERY & GLASS JOURNAL,
45 East 17th St.,
City,

Accept my congratulations on the extraordinary issue of your JOURNAL commemorating your Fiftieth Anniversary, in my judgment is the best you have published in the forty-three years I have been reading it—this from every view point. Since its receipt have enjoyed many pleasant reminiscence in looking over the ads of firms as reproduced from your first issue in this your "Golden" one, in every sense of the word . . . Keep up the good work, more power to you and your staff.

Sincerely yours,

EDWARD A. UNGER.

(Continued on page 21)



About That European Trip

The following is an extract from what one large Department Store wrote to us a few weeks ago:

"We think we can use a lot of your china in the future since what we got from you is far better than our buyer purchased for us in Europe."

The above is nothing new to the well-posted buyer because we, as factory representatives, know just what is wanted, and, of course, will sell the right thing at the right price.

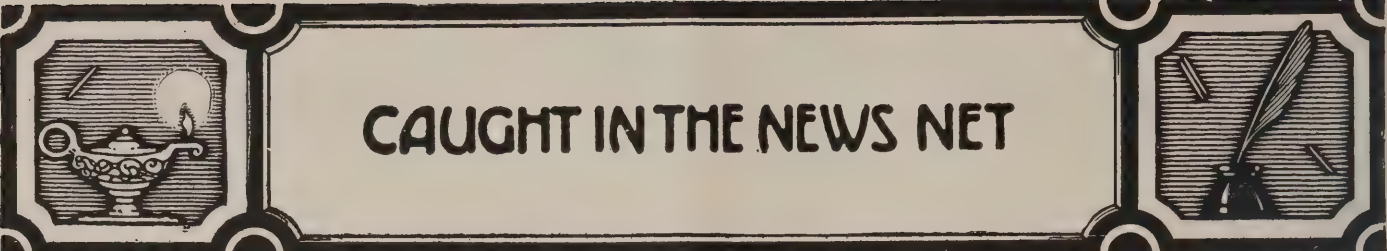
If you need anything in German china note that we are representing some of the largest and best factories that make a variety of all lines.

B. TOMBY & COMPANY

20 WEST 23rd STREET

NEW YORK

P. S.—The original of above extract is in our files for your verification.



CAUGHT IN THE NEWS NET

A RECENT change in the trade is that of Louis W. Greeman, well known in the trade for his association with some of its best known concerns, who has been made manager of the Import Specialty Department of Bingham & Co., located at 25 Madison Ave. This department has been enlarged to provide for the importation of all classes of merchandise from the Far East, the Orient and the Occident.

Justin Tharaud, Jr., with Justin Tharaud, Inc., and son of the head of the concern is starting out on February 16th, on his first road trip. He has been connected with the business in New York for the past two years where he has made many friends. With an attractive personality and a natural ability for salesmanship, it is easy to predict success for him.

Louis Levien Sales Co., who moved about January 30th from 164 Fifth Ave. to New York to larger quarters at 24 West 23rd St., is rapidly getting his showroom in shape for the season. They occupy the entire fourth floor where they are showing a line of floor lamps, china and wooden table lamps, metal lamps and a full line of metal trays in addition to their regular lines.

H. Benedikt, New York representative for the Cansonsburg Pottery Co., W. S. George Pottery Co., The Cowan Pottery, Atlantic Cut Glass Works, Eureka Tumbler Co., and The Crescent Brass Products Co., has been confined to his home since Saturday by an attack of the gripe, for the second time in five months. Mr. Benedikt's many friends will be glad to see him back at his post again as hale and jovial as ever.

Neuwirth, Robinson & Goldman, manufacturers and importers of lamp shades, glassware and novelties are now installed in their new offices and salesrooms, 33 East 18th St., where they have greatly enlarged quarters, as well as one of the handsomest showrooms in the trade. They are located on the street floor at the above address which runs through the entire block to 32 East 19th St., with entrances on both streets.

Three representatives of Lazarus & Rosenfeld returned to New York this week. They are I. Cadmus, who covers the South; E. P. Daly, Middle-Western representative and C. B. Kishler, who takes care of the East. They will be in town for a couple of weeks.

Robert Mills of Herbert S. Mills, Hamilton, Ontario, arrived in New York Monday on a buying trip. He is taking the place of his son Herbert S. Mills who usually comes to town at this time of the year but who is kept at home by illness.

E. Torlotting, New York, is planning a trip to Europe with his family. He expects to sail May 14 on the *S. S. de Grasse* and will visit Holland, France, Bohemia and Czecho-Slovakia. His son Gabriel will remain in charge of the New York office during the three or four months' absence of Mr. Torlotting.

A. W. Naylor, chief designer for Johnson Bros., Ltd., who recently came to this country with Mr. and Mrs. Johnson is spending several weeks on a trip which includes Boston, Cleveland, Chicago, Indianapolis and New York, studying conditions of the trade and seeking new ideas, etc. He will probably return to England with Mr. and Mrs. Johnson in a few weeks.

A. Renwick of Renwick Cunliff, Vancouver, Canada, is spending several days in the New York market in search of dinnerware, etc.

W. H. Behrringer, china and glassware buyer for Hess Bros., Allentown, Pa., and his assistant, F. J. Hollenbach, left for home on Tuesday, after spending several days in the local market placing orders. Mr. Behrringer will return to New York on Friday in time to sail at 12 o'clock that night aboard the *Olympic*, for a two months' buying trip abroad.

J. Meredith Miller, of Maddock & Miller, Inc., has been confined to his home all this week with tonsillitis. He expects to be able to return to business within the next few days.

Rene F. Dunne, traveling representative for E. Torlotting, leaves next Monday for his initial trip for Mr. Torlotting. He will make New England territory and the middle west.

W. G. Wilcox with The Cowan Pottery Studio, Rocky River, O., is a visitor to New York this week. He arrived last Friday to take charge of the Cowan display at the National Merchandise Buyers' Fair at the Grand Central Palace.

H. J. Adler, with the H. & S. Pogue Co. has been in New York several days buying china, etc.

S. R. Casper, who recently left a Chicago concern to take a position with Loveman, Joseph & Loeb, Birmingham, Ala., arrived in New York Monday. He will remain the balance of the month.

Two salesmen of Herman C. Kupper, Inc., came in from a Southern trip of about four weeks. They are A. Akin, E. W. Schultz.

A. J. Strikow, of A. J. Strikow, Inc., dealers in crockery, etc., New York, returned last week from a buying trip to the East Liverpool district.

Emil Herbeck, joined the selling forces of Graham & Zenger, New York. He entered his new position on February 9th.

New Motor Freight Service to East Liverpool

The Universal Carloading and Distributing Co., 40 Rector St., New York operating motor freight service between forty cities of the United States, after numerous requests, have inaugurated a through consolidated car service between East Liverpool and New York. Reduced rates, better time in transit and prompt delivery is claimed for the service. This should result in fewer claims and the elimination of various complaints which are an annoyance to the merchants and manufacturers alike.

Kind Words from Our Friends

(Continued from page 18)

HAVERHILL, MASS.
January 13, 1925.

CROCKERY & GLASS JOURNAL,
45 East 17th St.,
New York, N. Y.

Gentlemen:

Permit us to send congratulations upon passing your "Fiftieth Milestone" and upon the beautiful Anniversary number which you have just issued.

Very sincerely,

CHAS. EMERSON & SONS.

NEW YORK, N. Y.
January 9, 1925.

Mr. F. Calvin Demarest,
Demarest Publications, Inc.,
45 East 17th St.,
New York, N. Y.

Dear Mr. Demarest:

I have just finished looking over your fiftieth anniversary number of the CROCKERY & GLASS JOURNAL and wish to tell you that this is a very creditable piece of work indeed and quite worthy of the Golden Anniversary of your publication.

Please accept my congratulations both on your issue and on your anniversary.

Yours very truly,

GEYER PUBLICATIONS,
THOMAS V. MURPHY, Editor.

ROCKFORD, ILLINOIS,
Jan. 13, 1925.

CROCKERY & GLASS JOURNAL,
53-57 W. 23rd St.,
New York, N. Y.

Gentlemen:

I just received a copy of your Anniversary number of the CROCKERY & GLASS JOURNAL.

This is a wonderful piece of work and wish to thank you very much for same.

You will probably be interested to know that my business was just as great and a little greater than a year ago, and has continued the same since Xmas.

Yours very truly,

ALLEN'S CROCKERY STORE,
R. E. ALLEN.

Getting a Customer

The question, "Should a customer be approached as soon as she enters a section, or is it better to permit her to look around before addressing her?" is answered by D. Benson, of the King's Palace Training Department, as follows:

"That query has bothered thousands.

"At an Eastern conference it was discussed with no definite solution. At last it was proposed that customers be permitted to round out a decision. A questionnaire was prepared and sent out to the regular customers of the stores represented, and after tabulation was made of the replies it was found that more than one-half favored an immediate approach. Many expressed themselves as not objecting to being approached, if after stating they were "just looking" or did not care for service, they were free to saunter through the store. These questionnaires settled the question in part only, that is, more than one-half like a prompt approach.

"Now what are we to do with those who have indicated that they prefer to look around before purchasing?

"It was the good judgment of the conference after calling a number of salespeople into consultation, in order to get their experiences and viewpoints, that every customer, unless one exhibits a self-relying or independent attitude, that a courteous and tactful approach does not in any manner displease a customer, but in most cases is accepted as a spirit of service, hence the necessity of the correct manner and proper words of approach to suit the situation."

Monthly Summary of Imports and Exports

The foreign trade of the United States for the month of November shows a moderate increase in both imports and exports of pottery over that of the preceding month. Figures compiled by the Department of Commerce for the month of November, corrected to December 24th, 1924, are as follows:

Imports			
<i>November</i>			
	1923	1924	
China and porcelain			
Table, toilet and kitchenware			
Plain white or brown.....\$	56,701	\$	39,006
Decorated	756,938		613,343
Bisque, parian and other ware.....	168,636		28,011
Other china and porcelain ware....			91,917
Earthen, crockery and stoneware			
Table, toilet and kitchenware			
Plain	70,498		46,074
Decorated	344,874		300,597
Other earthen, crockery, etc., ware..	110,857		63,013
Common and Rockingham earthenware	27,255		27,809
Total.....\$	1,535,759	\$	1,209,770
<i>Eleven Months Ending November</i>			
	1923	1924	
China and porcelain			
Table, toilet and kitchenware			
Plain, white and brown.....\$	678,978	\$	712,583
Decorated	6,718,024		8,369,858
Bisque, parian and other ware.....	1,787,177		253,840
Other china and porcelain ware.....			992,992
Earthen, crockery and stoneware			
Table, toilet and kitchenware			
Plain	633,183		611,735
Decorated	3,548,342		3,993,519
Other earthen, crockery, etc., ware....	1,542,949		986,229
Common and Rockingham earthenwares	227,744		293,140
Total.....\$	15,136,397	\$	16,213,896
<i>November</i>			
Glass			
Table and kitchen utensils.....	25,246		28,792
Glassware, cut or decorated.....	163,687		192,358
Blown glassware, n. e. s.			
Bottles, ornaments, etc.....			219,841
Chimneys, globes and shades.....			90,347
Other glassware	181,258		73,956
Total.....\$	370,191	\$	607,294
<i>Eleven Months Ending November</i>			
Glass			
Table and kitchen utensils.....	158,394		195,294
Glassware, cut or decorated.....	1,339,360		1,760,694
Blown glassware, n. e. s.			
Bottles, ornaments, etc.....			1,771,810
Chimneys, globes and shades.....			821,981
Other glassware	73,956		849,369
Total.....\$	1,572,710	\$	5,399,148
<i>Exports</i>			
<i>November</i>			
China and porcelain ware			
Table, toilet or kitchenware.....	16,977		23,133
Other china and porcelain.....	9,502		10,542
Earthen and stoneware			
Table, toilet or kitchenware.....	9,310		7,370
Other earthen, stone and crockery ware	63,877		54,502
Total.....\$	99,666	\$	955,547
<i>Eleven Months Ending November</i>			
China and porcelain ware			
Table, toilet or kitchenware.....	164,413		142,971
Other china and porcelain.....	136,671		95,182
Earthen and stoneware			
Table, toilet and kitchenware.....	71,808		57,325
Other earthen, stone and crockery ware	803,176		635,224
Total.....\$	1,176,078	\$	930,702
<i>November</i>			
Glass			
Table glassware, plain.....	1,281,750		139,858
Table and other glassware cut or engraved	15,433		20,994

Glassware for lighting		
Lamps and other illuminating devices, chiefly of glass.....	30,582	41,033
Other glassware, n. e. s.....	980,155	131,522
Total.....\$	2,307,920	\$ 333,407
<i>Eleven Months Ending November</i>		
Glass		
Table glassware, plain.....	2,102,633	1,639,919
Table and other glassware, cut or engraved	515,470	155,219
Glassware for lighting		
Globes and shades.....	436,036	369,057
Lamps and other illuminating devices, chiefly of glass.....	362,363	280,983
Other glassware, n. e. s.....	1,713,150	1,390,560
Total.....\$	5,129,052	\$ 3,835,738

Good Business in West

Good business is in progress in Chicago in both wholesale and retail departments, the volume running about even with or slightly ahead of the corresponding time last year. The tendency is toward improvement, but very slow.

The liberal movement of merchandise to consumers is evidenced by frequent repeat orders, especially in the lines of heavy apparel and materials. White goods, knitwear, woolen dress goods and silks are fairly active. There is a good volume of buying in preparation for spring sales also. At retail household linens and furniture are enjoying their usual prosperity at this time of year.

The number of merchants from the interior in the city markets is larger, indicating a satisfactory condition of stocks and expectation of good business over the next few months.

Manufacturing has undergone a further change for the better. Steel mill operations in the district are at about 95 per cent of capacity and buying of finished materials continues in large volume, the railroads as usual leading the demand. There is also greater activity among farm implement makers. Pig iron is firm at \$24.50 and there has been a further advance of 50c a ton in scrap metal prices.

Movement of lumber and other building materials from yards to jobs has increased, forecasting an unusually early opening of activities in that industry this year. Grocery trade is unusually good for the time of year. Money market conditions continue easy and while there is a steady increase in the borrowing demand it is not causing any quotable change in rates.

Roman Pottery Unglazed

The potter at his wheel has been the symbol of labor since forgotten times in China, in Egypt, in Assyria and other ancient civilization. Columbus related of his first visit to Hispana, or the West Indies, that when pieces of plate, dishes and glass were traded with the natives "it seemed to them like getting the most beautiful jewels in the world."

Despite the splendid artistry of the Romans, they did not know how to make high-fired pottery with a vitreous glaze, the distinction of modern china.



WHAT THE POTTERIES ARE DOING



WITH a break in the severe cold weather in this territory, pottery manufacturers, who use natural gas for kiln fuel are having a better production. During the cold snap the industrial gas supply was cut off, and gas was diverted to domestic use. It always happens at this season of the year that manufacturers never know just what to expect from the gas supply. When it is impossible to fire kilns on regular schedules, the usual clay shop schedules are also upset. Manufacturers who use oil and coal for kiln firing are not so concerned in the loss of production, and it has followed this season that these latter plants have been going along in very good shape. In all perhaps the production of from 50 to 100 kilns has been lost in this district during the last few weeks because of the shortage of gas. With a steady supply of gas assured, the manufacturers suffering this production loss will eventually be able to regain this output before the close of the first six months.

J. C. Knowles, salesman for the Knowles, Taylor & Knowles Co., is now making a trip over the Ohio, Indiana, and Michigan territory, showing the old and new dinner shapes of this firm.

On account of the high cost of fuel oil, the Hopewell China Corp., of Hopewell, W. Va., is withdrawing all oil burning equipment from its kilns, and hereafter will use coal for kiln burning. The latter fuel is being obtained from the West Virginia district.

President John T. Wood and Secretary John McGillivray of the National Brotherhood of Operative Potters, have again been nominated for re-election, the referendum vote of the trade for the election of officers for this organization to be taken within the next two months. In all 17 have been nominated so far for president and 13 have been nominated for secretary-treasurer. Re-election of present officers seems assured.

Operations at Edwin Bennett Pottery Co.'s plant, Baltimore, Md., is now about capacity, kilnmen putting in full time, just the same as employes of many other departments.

In order to increase the output in the dipping department of the plant of the Southern Potteries Co., at Erwin, Tenn., drying mangles have been installed.

Two additional decorating kilns are being erected at the plant of the Albright China Co., at Carrollton, O.

This addition will give the company a battery of 10 decorating kilns. At this plant 14 periodic glost and bisque kilns are in operation.

With a capital stock of \$25,000 the Thomas H. Sant Co. has been formed in East Liverpool. Officers elected are: president and treasurer, Thomas H. Sant; vice-president, L. G. Moffatt; secretary, M. D. Smurthwaite. The Sant interests have been engaged in the clay brokerage business in this district for many years but for the purpose of perpetuating the business it was decided to incorporate. The company has removed its general offices from the Potters Savings & Loan Building to the former First National Bank Building.

Plans Ready for Steubenville Pottery Co.'s New Plant

Plans for the new plant for the Steubenville Pottery Co., Steubenville, O., concerning which exclusive mention was recently made in the CROCKERY AND GLASS JOURNAL, have been delivered to President Harry D. Wintronger, and the H. K. Ferguson Co., of Cleveland, which concern has been awarded the contract for construction and will begin excavating as soon as weather permits.

The new plant will be located between Steubenville and Toronto, O., overlooking the Ohio River. The main building will be 150 by 530 feet, of steel and brick construction. The office building and sample room will be 150 by 140 feet. Production of the new plant will greatly exceed that of the present pottery of this company.

There has been a general inflow of new business, so the manufacturers of the East Liverpool district report. The period of "spotty" business seems to have passed, and the result is that order books are being pretty well filled. Salesmen are out on the road, and all have been forwarding a favorable amount of business from all towns so far visited. It is the general opinion of the manufacturers that trade will be very good during the first two quarters of the year, and that a decided increase in new business will be felt with the opening of the spring season.

To Revise Trade Names in Dinnerware

As a measure designed to help the retail trade and also retail distributors of dinnerware, a committee of six, appointed at the last annual meeting of the United States Potters' Association met in the Potters' Club, East Liverpool, O., last Thursday for the purpose of making some

(Continued on page 30)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



WITH the first month of the new year passed, a month of real active business, glass manufacturers in this district hold the view that activity in demand will continue for some time to come, and so far this month this view has not proved to be a myth. During the first 10 days of the current month orders have been in rather liberal receipt at the offices of all flint glass factories, although the volume has not been as heavy as during January. This was not to be expected. However, many confirmations are now in hand of orders placed by many buyers in January and it is the rule of many offices not to place business on order files until confirmations are in hand. Many buyers are still in request for merchandist for special sales, although in almost all instances department store buyers are still interested in ordering regular stocks in addition to the goods for special sales. Salesmen now on the road have advised home offices that buyers in the eastern states and also some of the middle states are telling of the slow movement of merchandise during the last fortnight, but this situation is attributed to weather conditions. No alarm is expressed by these buyers concerning the outlook for business, and the though seems to be that with a few weeks of sunshine the movement of glassware will be as active as ever.

Demand for the new mulberry and blue line of glassware, as featured for the first time this year by the Paden City Glass Co., Paden City, W. Va., continues on very active lines according to General Manager Dave Fisher of this factory. The line is also to be had in amber, black and green. The two new light cut patterns brought out by this factory this season, are also in very active request, and a feature of this offering is in the fact that the cuttings can be had in either the crystal or the new colored glass line.

It is recalled that lines of glassware being shown by the different manufacturers, are quite different from those featured by those firms who displayed at the old Monongahela House here a score or more years ago. There was the old ruby and gold line, which today is almost extinct. Then there was the line of decorated opal glass novelties, sold mostly as a souvenir line. Next come the line of oil lamps and what not. None of these lines are being marketed today, and all of which shows the advancement in the glass industry is most marked. It is reasonable to believe that the development will be just as great during the next 25 years as it has been in the last quarter of a century.

Announcement has been made here that the National Department Stores, Inc., is offering \$1,706,000 of the first

preferred stock of this company held in the treasury, at \$100 per share and yielding seven per cent. When the company was first formed in 1922 The Rosenbaum Co., of Pittsburgh, was a member of the original group and a year later the Frank and Seder group of Pittsburgh was also admitted into the organization.

A special feature of the Potomac Glass Co., Cumberland, Md., this season is their new coin gold decorated line of blown and stemware. This line has been increased, so as to include all items in their blown line.

The Dominion Glass Co., Hamilton, Ont., proposes to spend between \$45,000 and \$50,000 in factory extensions. Contracts have been awarded, and the object of the company is to increase its capacity, and later to add materially to its general line of glassware.

Additions to the plant of the Turner Bros. Glass Co., at Terre Haute, Ind., have been proposed for the purpose of taking care of increased business. This company is featuring a line of packers goods this season.

The new plant of the Service Glass Co. will be located at Evansville, Ind., although the company has had its general offices in Indianapolis, Ind., according to word received by glass factory supply dealers here. The company had a site in view also at Louisville, Ky. The new plant will be under the management of Dudley Williams who is well known in the glass trade.

A few days ago fire destroyed the hay warehouse of the Jeanette Glass Co., Jeannette, Pa. This is the fifth fire the company has suffered within the last three years. There was no loss to the factory.

Eastern glass salesmen have advised local offices that Gimbel Bros., Philadelphia, Pa., have commenced the erection of an addition to their department store, which when finished will make it the largest department store in the United States. The addition will be nine stories in height, with two stories under ground. Foundations will be of sufficient strength so that three additional stories can be added to the nine above ground proposed as the first improvement.

It has been proposed to reorganize the Tiffin Cut Glass Co., Tiffin, O. A meeting of the stockholders of the old corporation has been called for this purpose.

The Pittsburgh Insurance Agency has just been char-
(Continued on page 31)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

New Royal Doulton Service Plates Are Rich and Beautiful in Design

ROYAL DOULTON service plates, designed by Wm. S. Pitcairn Corp., 104 Fifth Ave., New York, are beautiful indeed and offer a remarkably wide range of choice, from the most elaborate designs to those of a more simple, less pretentious character. These new decorations are adaptations of some of the designs used before combining gold with cobalt blue, green and red and other rich solid colors. These are in panel effect outlined in gold, in flower and conventional designs, same with the panels extending into the center of the plate. These are ornate and depend for their effect upon depth of color and grace of design which combine into a harmonious ensemble most pleasing to the fastidious taste. More delicate in their treatment are others less elaborate and in pastel shades and raised paste work. There is one decoration in a wide panel effect done in gold with touches of turquoise blue and dots of red. Other delicate shades combined with gold in simple yet effective designs complete this group. Another group includes 8-inch plates for salad or dessert in various border patterns with simple embossings, some with large center decorations, employing birds or flower motifs, and some with plain centers. Other wider patterns there are, in which gold predominates. These employ a decoration of solid borders which run well into the center and are broken by panels in white and gold with colored designs between panels. There are many lovely numbers too elaborate and varied for an adequate detailed description. They satisfy the artistic and aesthetic sense and offer themselves in gorgeous and royal beauty in decorations to please every fancy. Royal Doulton tea sets, too, are a joy to the beholder. Enameled Chinese flower sprays in red, with green centers, touches of deep blue and bright green leaves, make these sets charming. An outside band in panel effect employs a conventional pattern using the same colors as the flowers, a reddish motif alternating with one combining green and touches of yellow, a central band utilizes the same colors and design in modified style. Another design consists of floral sprays, three large ones, two in deep crimson and one smaller in blue and yellow with green leaves alternating with tiny sprays, one red with two yellow. An outside band in panel effect has a yellow leaf against brown ground, alternating with tiny green leaf square and smaller medallion with yellow flowers and green leaves.

Lazarus & Rosenfeld Showing New Glassware

The Crystal Room is the pride and joy of Lazarus & Rosenfeld, 98-100 Fifth Ave., New York. Here are to be found many new designs in imported glassware, beau-

tiful and dainty as well as unique in character. There are sixteen new shapes in cased glass with sterling silver decoration on solid tangerine and blue glass. These are imported from Czecho-Slovakia and are hand decorated in elaborate designs. One decoration employs a dragon motif after the manner of the Chinese, while another shows a bird and spray motif. There are cased glass iced tea sets and lemonade sets in tangerine and silver with hand enameled designs showing bird and flowers combined in lavish fashion. Black edges serve to enhance the richness and depth of the colors. New glass, frosted and crackled, and molded to simulate many cakes of ice piled one on another, is fashioned into ice pails and barrel sets. There are five sizes of ice pails and barrel sets, ranging from pint to two quart sizes. The barrel sets come in green, pink and white with nickel trim. A visit to this "Crystal Room" is a treat and the many new numbers in useful and decorative glassware offer themselves in tempting array to the buyer looking for distinction and quality.

Geo. F. Bassett Showing New Pattern

Geo. F. Bassett & Co., 72-76 Park Place, New York, is introducing a new pattern which is notable for richness in coloring and originality. A border consisting of blue and white panels in conventional diamond effect design is broken by medallions showing yellow flowers with red centers and green leaves on an ivory ground, alternating with large floral sprays, in shaded rose, blue, green and yellow. A large rose colored flower decorates the center of the plate and is combined with smaller flower sprays branching out either side in a natural fashion. A gold edge and gold tracings on knobs and handles add to the richness of the design and touches of black bring out the colors enriching and accentuating them. The cover of the casserole is decorated with sprays of same gay blossoms. The most interesting feature of this new pattern is the handles which are not attached, but made in one piece with the body. Another decoration employs a deep blue with a yellow spray having a bird perched on it. This motif is combined with latticed window effect twined with flowers in the same colors, deep blue and Alice blue combined with green leaves in both formal and natural arrangement. The same motive ornaments the center of the plate. These designs are distinctive and attractive samples for fall trade and are especially adapted to the new high covered dish which characterizes the pattern.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

BUYERS and department heads of Houghton & Dutton Co., gave a dinner Feb. 3 in the Chamber of Commerce Building to Erving P. Morse, president of the company; James F. Leary and D. M. Ryan, first and second vice-presidents, and Miss E. Mabel Young, head of the toy department. Mr. and Mrs. Morse are going to the West Indies on a pleasure trip, and Mr. and Mrs. Leary are going to Europe on a buying trip, as is Miss Young. Mr. Ryan stays at home to "hold the fort." Among the features of the occasion were a poem by Miss Katharine Barry, containing a number of humorous hits at the expense of Mr. Leary, and the presentation to Miss Young of a bracelet given by the entire gathering.

H. P. & H. F. Hunt have attractive new samples of several of their regular lines, including the Fenton Art Glass Co.'s new shapes in consoles, bowls, plates and other numbers which are well worth attention and reasonable in price. The plates have an etched tulip border on black and the same design in crackle on blue iridescent. The list of interesting colors includes wisteria, jade, Grecian gold, topaz, Florentine green and Venetian blue, green and red. The Colonial Candle Co. have made a door stop (iron and enamel) of their Cape Cod mariner, who stands leaning on an oar in the bow of a dory marked "Cap'n Eri." The mariner also appears in yellow oilskins, minus his oar, in tallow in a glass candlestick—ash tray. The colored candles of this company are now sold with glass or earthenware candlesticks that seem just made for them. Messrs. Hunt have also many new shapes of engraved brass trays made in India, including peacock and elephant designs, and sconces in the form of cobras, as well as candlesticks and lacquer boxes.

A course in retail fundamentals for executives and others began at Boston University College of Business Administration last week. The lectures are given every Friday from 7 to 9 P. M. The speakers include men from large New York Stores, as well as Felix Vorenberg, vice-president and sales manager of Gilchrist's; George B. Johnson, president of R. H. White Co.; Louis E. Kirstein, vice-president of Filene's; John Shepard, 3rd, vice-president of Shepard Stores; Edward Mitton, merchandise manager of Jordan's; J. K. Sterne, vice-president of Hovey's; E. J. Pendergast, basement manager of Jordan's, and Albert E. Stevens, basement manager of Gilchrist's.

Jordan Marsh Co., has acquired the business of The C. F. Hovey Co. and all the real estate now occupied

by that company, together with four parcels of real estate numbered 39 to 53 Summer St., adjoining the Hovey store. The Hovey business will be continued as a separate store under the name of The C. F. Hovey Co., with the same management and policies as in the past.

Thomas Long Co., jewelers, are soon to move into new quarters at 40 Summer St., directly opposite their present location where they will have one of the largest retail jewelry stores in the country, with double their present frontage and a greater depth. This will make possible a jewelry department twice the size of their present one, while the glass department, of which Miss Jury is the buyer, will also be on the street floor, in the rear, instead of upstairs, as now.

Wilgus-Good Co., will soon put two new men on the road, covering New England. Judson Dingwell will have charge of the new force. The concern has taken over the New England representation of the Smith Ceramic Co., Inc., Rochester, N. Y., (which recently combined with the Genesee Glass Co.), Utility Glass Co., and Ernest Wolf, Inc., of Chicago. The Wolf products are glass salts and peppers and other popular priced merchandise.

J. T. Gilman, president of Jones, McDuffee & Stratton Corp., spent the latter part of last week at Hanover, N. H., attending the Dartmouth Winter Carnival, which as a loyal Dartmouth man he would not willingly miss. Mr. Gilman and Mr. Leach were at the annual jobbers' meeting at the Hotel Biltmore, New York City last week, and attended the luncheon of foreign manufacturers' agents.

Morris R. Cullen, assistant buyer of Housewares at Gilchrist's, has joined C. F. Koch Co.'s department store at 125th St., New York, as buyer of house furnishings, toys and sporting goods. Mr. Libby's new assistant is William Burgess, qualified through two years' experience in the department.

According to R. G. Dun & Co.'s trade review, Boston department stores made a gain in sales in December of 13 per cent as compared with the same month in 1923.

(Continued on page 31)

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers
of Lamps, Shades and Their Accessories

BY BEATRICE MILLER WISNER

New Lamp Shades Compel Attention

IF the lamp shade buyer is out for diversity of patterns and new models he surely can be gratified with the number of original ideas in the development of the modern silk lamp shade. Shade manufacturers have put extra effort in the working out of new features consistent with trimmings and decorations of shades to harmonize with special bases, whether they be of pottery or metal. It seems that the public has been educated up to the proper form of harmonious lamps that are in tune with the home interior, and lamp shade makers have given their best in the desire to humor the prevailing taste. We see the lamp shade today on a much higher and more artistic scale than it has been shown in previous years, and artisans who are at work creating spring models, will bring forth some splendid examples of their handicraft, for the lamp shade is solely the product of the hand and mind. No mechanical assistance ever lifts the burden from the lamp shade craftsmen, thus the credit is all their own. Let the glory of the coming season's lamp shades rest on the shoulders of the lamp shade maker alone, for it is hers or his to enjoy.

Unusual Oriental Lamps

A splendid tribute to Japanese art pottery is seen in the especially attractive new model lamps shown by Morimura Bros., 53-57 West 23rd St., New York, one of which



is pictured herewith. This exquisite table lamp comes in two sizes and is a beautiful example of oriental conception in decoration and design. The pottery base reveals bands of gold in characteristic Japanese treatment in con-

ventional pattern. The shade of black and gold printed brocade, lined with gold colored silk and edged with heavy gold and black silk fringe and gold gagoon, produces a fascinating lighting effect and adds richness to the ensemble. The unit is so decidedly impressive as to combination of color and decoration, that it at once appeals to the higher appreciation of values in Japanese art pottery as standards for the decorative shade. This lamp is a conspicuous addition to the many beautiful lamps that Morimura Bros. are constantly exhibiting, exemplifying the firm's fine taste in importations of excellence and beauty. The advent of many new wood bridge and junior lamps, walnut and stippled polychrome with shades in harmonious tones and lovely trimmings, are also worthy demonstrations of the concern's enticing lamp department.

Unusual Passementries and Novelties

Many of the newest lamp shades have adopted in their trimmings, some of the most pronounced and beautiful passementries to adorn the edge and sections of the season's models now being featured by exclusive lamp shade makers. The Juddart Novelty Co., 220 Fifth Ave., New York, N. Y., is showing a wide selection of these passementries in all the latest creations and styles. For the up-to-date lamp shade these passementries and applique edgings, give the shade a note of elegance and a real "Bagdad" appearance, bringing oriental splendor with a touch of gold to enhance their beauty. The firm above mentioned also make beautiful novelties, suitable for art pillows, table scarfs and draperies.

Unique Shade Models

A variety of beautiful lamp shades are on view at the showrooms of the Art Lamp Shade Studio, 721 Lexington Ave., New York. The fine finish and dexterous hand fashioning of trimmings and decorations have popularized these shades and given them prestige among shades of fine construction. The firm dye their own materials to match either lamp bases or tones of silk required by special order, to harmonize with lamp decoration or color. This gives the real art value to the shades and produces a uniform color effect which is both pleasing and artistic. Many shades show Japanese and Chinese materials over canopy or flaring shapes and are exceedingly well made, with a thought to consistency and basic finishing. New models are shown for coming seasons, featuring the prevailing colors suitable for any interior decoration. The firm specializes in color blending in all the new tones of georgettes, taffetas and fabrics.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THE first week of Chicago's "Market Event" came to a close last Saturday with general reports of good business. Most of the exhibitors in the vicinity of Madison & Wabash Aves., all showing samples in their permanent display rooms, said that the attendance had averaged about sixty buyers per day. Over at the Morrison Hotel the Eastern manufacturers and importers of art goods, glassware and china held an exhibit covering one entire floor. Here, it is said, that close to fifty buyers per day had registered and that the business done was satisfactory considering it was the first attempt of the Eastern people to hold an independent show in Chicago at the time of the Chicago association's event.

The members of the Glass, Pottery, Lamp and Housefurnishing Ass'n entertained the visitors of the "Market Event" at the Rainbo Gardens on Thursday of last week. A dinner was served and all enjoyed the splendid entertainment, the fashion review, and the dancing.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Triangle 1000

Retail merchants from thirty-five states were in Chicago last week for the seventh semi-annual convention of the interstate Merchants Council for a three day session at the Hotel La Salle under the auspices of the Chicago Association of Commerce. Nearly 2,000 enrolled before the convention adjourned Thursday afternoon. The purpose of the meeting, according to W. L. Ware, trade commissioner of the Association of Commerce, under whose direction the program was arranged, is to bring the retail merchants together for discussion of mutual problems and to give them the opportunity to go into the wholesale markets to buy their stocks of Spring and Summer merchandise.

The Gifts, Art Wares & Novelties Association had an enthusiastic meeting on Friday evening of last week for the purpose of discussing the show of gift-ware which will be held early in August at the Sherman Hotel. Discussion developed on the dates for the event, and some sentiment was shown favoring changing the gift show from a one week event to a two week's show. A mail vote will be taken among all exhibitors and if they so desire the association will arrange to hold the event for two weeks, probably the last week in July and the first in August, instead of only one week.

E. Iverson & Co. who have occupied the four story structure covering the entire block on Milwaukee Ave. from Wood to Ellen St. for many years as a department store, have purchased the northwest corner of Milwaukee Avenue, and Ellen St. covering half of the block for \$400,000. At a later date the firm is contemplating the erection of a ten-story department store structure covering the entire block. The sales indicates the rapid growth and desirability of the section as an outlying department store neighborhood.

Landers, Frary & Clark, dealers in wholesale kitchen ware, cutlery and silver, have leased the entire fifth floor of the Fisk building, at the southeast corner of Wabash Ave. and South Water St., Chicago.

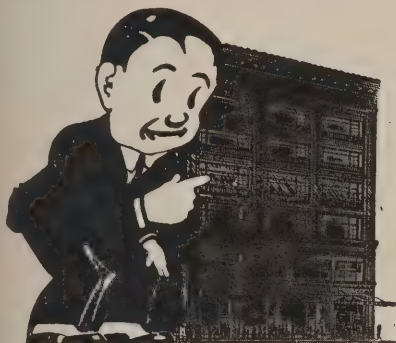
The Conover Co. 332 So. Michigan Ave., Chicago, was incorporated with a capital of \$20,000, to manufacture and deal in dishwashers and household equipment. Incorporators are E. D. Watt, M. R. Ferris, and H. B. Gengenbach.

Central Woodworking Co., 2133 So. 52nd Ave., Cicero, Ill., capitalized at \$10,000 will manufacture

(Continued on page 30)

CHICAGO

READY TO SERVE
BUYERS OF
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; Rockford Peerless Furn. Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Ash Cabinet Co.; Canonsburg Pottery Co.

We will have available on January 1, about 4,000 square feet desirable space suitable for china, glass and house-furnishings. Will divide if necessary. Apply to

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sec'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring
in many dollars

Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware,
Pressed and Blown
Etchings, Cuttings
and Iridescent.

Harry G. Dalzell

Phone

Central 3497

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
Haven Company

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

WALTER B. ANDREWS

30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing

MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.

SEBRING, OHIO

CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative

666 Lake Shore Drive

FURNITURE MART

Phone: Superior 4100

Room 930

This "card" can be made to yield big dividends. Phone Waba h 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

WANTED AT ONCE. Salesman of experience to sell Pottery to responsible trade, Dinnerware plain and decorated, specialties such as salads, cakes and other lines essential to any well assorted crockery stock. Lines that will sell in every store. Write giving experience, reference and territory you cover. P. O. Box 764 East Liverpool Ohio.

SITUATION WANTED

SALESMAN thoroughly experienced in both Dinner and Hotel Ware with a good clientele desires connection. Will travel. Unquestionable references. Box 467, care CROCKERY AND GLASS JOURNAL.

The Chicago Market

(Continued from page 28)

and sell wooden novelties and toys. The new company was incorporated last week by Anna Kallal, Frank Novy and Victor S. Novy.

J. Charles Maddison, vice-president, treasurer-secretary and director of Montgomery Ward & Co., has resigned his position because of ill health, according to an announcement made last Saturday afternoon. The resignation takes effect with the expiration of his term of office the middle of February. A successor probably will be chosen at the annual meeting of directors, February 16.

Art Wood Turning Corp., 1634 No. Ogden Blvd. is new. Capitalized at \$10,000 the company will manufacture and deal in furniture, lamps, etc. Incorporators are Isador Herzog, Joseph Mayer and Joseph Herzog.

Hartman Furniture & Carpet Co. mail order house, suffered a loss by fire at their plant at 3913 Wentworth Ave. recently.

Little Giant Washer Co., 3010 W. Lake St., capitalized at \$50,000, will manufacture and sell washing machines. Incorporators are Frank Aldon, H. L. Rexford and Edward S. Sayre.

Friedmans Inc., 5321 No. Clark St., capitalized at \$125,000 were organized last week to operate a general retail department store business. Incorporators are Mourice Friedman, Lilly Friedman and Jessie Rickersberg.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

"ZANE WARE"

A MARK OF

DISTINCTIVE POTTERY
FRUIT AND FLOWER BOWLS
CANDLESTICKS, VASES
JARDINIERES, ETC.

in beautiful colored glazes and

FAMOUS MOSS AZTEC FINISH

THE ZANE POTTERY CO.

South Zanesville, Ohio

New York Office, 16 West 23rd St.

What the Potteries Are Doing

(Continued from page 23)

revision in the trade name list of items in the general dinnerware line.

The committee is composed of George C. Mitchell, of the Pope, Gosser China Co., Coshocton, O., chairman; Frank P. Judge, National China Co., Salineville, O.; Harry D. Wintringer, Steubenville (O.) Pottery Co.; W. E. Wells, Homer Laughlin China Co., East Liverpool; C. C. Ashbaugh, West End Pottery Co., East Liverpool and Charles L. Sebring, of the Sebring (O.) Pottery Co.

The proposed revision in the list will be submitted to the membership of the association for approval for rejection, and should the association approve the proposed changes in trade names, the new list will become operative Jan. 1, 1926.

It is proposed to hereafter call a jug a pitcher, and a dish will be known as a platter. Bakers will be designated at actual size likewise plates. For instance, a four-inch plate will be listed as a six-inch plate, which is the actual size. All plates will be designated as actual sizes. Nappies will also take their actual sizes.

"The change in the naming of items is designed in the main to help the retail dealers," the committee pointed out. "It frequently happens when a new clerk is placed in the dinnerware stock and a customer asks for a 'dish' the new clerk is liable to pick up any item in the list. The clerk may know what a jug is, but when the word pitcher is mentioned by a customer, there is no argument."

By having the new list go into effect next January, manufacturers will have an opportunity to work up all their stationery containing the present trade names, and to issue new lists containing the new names.

"AMERICA'S LEADING CERAMIC MATERIAL HOUSE"

LIQUID MATT BURNISH WHITE GOLD

"WILL NOT TARNISH"

USE IN PLACE OF SILVER & PLATINUM DECORATIONS
ON GLASS OR CHINA

THE ROESSLER & HASSLACHER CHEMICAL CO., NEW YORK

CHICAGO
KANSAS CITY

PHILADELPHIA
BOSTON
SAN FRANCISCO

CLEVELAND
PITTSBURGH
BALTIMORE

TRENTON
NEW ORLEANS

Boston News Notes

(Continued from page 26)

The Hub Department Store, St. Albans, Vt., occupying the basement and first floor of a two-story brick building, was destroyed by fire on Feb. 3, total loss being \$80,000.

Charles R. Lynde and Edward J. Sanger announce that the hotel department of Charles R. Lynde has been reorganized and will be known in the future as Lynde, Sanger & Co., Inc. They are to continue along the lines already established under the old firm, specializing in china, glass and silverware for hotel, restaurant and club use.

Elmer S. Carlson, buyer of kitchen furnishings for the R. H. White Co., was married recently to Miss Anna Kolb of Newton, dental hygiene expert for the company. Mr. and Mrs. Carlson are combining their wedding trip with Mr. Carlson's spring buying trip in Europe. Henry J. Daly has charge of the department in Mr. Carlson's absence, and is getting ready for the March sale.

Seymour Mazabow, representing Nathan Straus & Sons, Inc., New York, opened at Young's Hotel, Monday. He will leave on the 23rd for Manchester, N. H., and Portland, Me., later visiting Providence and New York State.

Edwin J. Tucker of Chase & Francis visited the Connecticut trade last week.

Miss Katharine Barry was in New York this week, buying.

Glass Factory Activities

(Continued from page 24)

tered with a nominal capital stock of \$5,000. Among the incorporators are Isadore Rothstein, formerly buyer and manager of the china and glass department of the Kaufman Department Stores, Inc., and later of the Igle-

Rothstein Co., operating the china and glass department in the Rosenbaum store when that institution was opened.

Following extensive improvements at the plant of the Columbia Glass Co., at Fairmont, W. Va., this factory has again been placed on a production basis. The factory has been idle for a number of weeks.

The Standard Glass Co., Bremen, O., not far distant from Lancaster, proposes to enlarge this factory to about double its present output. The Standard Co. is closely associated with the Hocking Glass Co., Lancaster, which a year ago took over the plant of the Lancaster Glass Co.



OWEN CHINA

Pattern Nos.
6451
853
855
859
854

WE will be glad to show you a dozen good borders and sprays with Gold and Color lines on a clear white high gloss ware.

Some Short Set Sales Specials.

The Owen China Co.
Minerva, Ohio

NEW YORK
HERBERT NEUWIRTH
Company Incorporated
25 West 23rd Street

GOLD MEDAL
ST. LOUIS
O.C.CO.
MINERVA, O.

CHICAGO
EARL W. NEWTON
and ASSOCIATES
9 North Wabash.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

GUERIN POUYAT ELITE, LTD., 43 West 23rd St.,

Limoges China, Royal Crown Derby, Baccarat (French) Glassware, Aculus (English) Glassware, Alderson & Gyde, English Brass Reproductions.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.

The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.

Formerly M. Redon. Alfred G. Momen, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and House- wares Trades

M. ROSENBAUM & SONS, 18 W. 23rd St.

Bavarian China Ware. Representing M. Rosenbaum & Sons, Bavaria.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:

Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns.

White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden;

Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., Fredk. Skelton, Representative, 200 Fifth Ave.

Colored and Iridescent Glassware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building

Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway. Pressed and blown glassware.

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The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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AS THE EDITOR SEES IT

A SANE POINT OF VIEW

AN editorial which takes a point of view on present day business so sane and logical that it must inspire the reader with renewed confidence and courage appeared recently in the *Journal of Commerce*. It says that about the most encouraging tendency that the business community in this country has persistently shown since the crash of 1920 is its relative steadiness. It has with substantial degree of consistency refused to permit itself the luxury of "booms" and thus avoided in large degree the penalty of severe depressions. Figures recently published by the Census Bureau showing the value of the output of our factories in 1923 call attention once again to the fact that in that year, though the volume of business was distinctly good, it hardly reached the "boom" stage. Despite the substantially lower level of prices ruling in the latter year the value of manufactured products in 1923 was but slightly less than in the "boom" year 1919. Yet with relatively limited exceptions stocks were not unduly built up to be subsequently sold at a sacrifice.

FORTUNATELY similar good sense is making itself felt at the present time. The widespread and confident talk that was to be heard during much of the autumn and early winter about alleged prospects for "boom" times in business alarmed careful and conservative observers. They were forced to the conclusion that there was danger that business or branches of it would forget the lessons it so hardly learned in 1920. As is usual, some optimists did for a time permit themselves to be carried away by the psychology of the moment. Those, however, whose business keeps them most closely in touch with consumers were apparently never much deceived

concerning the true inwardness of the situation. As time has passed it has become increasingly clear that caution was still a leading characteristic of the daily life of distributing interests.

THIS, of course, is not to be taken to mean that improvement of a substantial sort has not been made in most lines of business in the past few months. On the contrary, conservative and forward-looking leaders in the world of business could not ask much better than they have been able to acquire. Very much improved conditions in the wheat growing districts of the West has materially stimulated many branches of industry and trade. Careful study of the results of the operations of the cotton planter during the past season shows that despite somewhat lower prices the much larger cotton crop has placed an enlarged income into the hands of the South. That improvement too has come in good part in districts which were the worst off prior to the past season. The result of all this is that the Southern and Southwestern States constitute a better market for our manufacturers than they have for a good while past.

CONSUMERS are absorbing goods for the most part in reasonable volume, but they evince no disposition to permit themselves to be drawn into an orgy of buying. This has happily proved particularly true of luxuries and semi-luxuries. To the extent that we have kept our attention steadily fixed on the realities of the present situation (and apparently we have done so to a large extent) we have paved and are paving the way to a continuation of good business for some time to come.

Eleven

Income Tax Department

Conducted by M. L. SEIDMAN, C.P.A.

Of Seidman & Seidman, Certified Public Accountants

THIS article takes up the problem of how to fill in the individual 1924 income tax return. The first thing that every individual should do, of course, is to determine whether he or she must make a return. The rules in this connection have been discussed in a previous article.

As a general proposition, single persons having a net income in excess of \$1,000 and married persons whose net income exceeds \$2,500 must make a return. Likewise, all persons, single or married, having a gross income over \$5,000 must make a return, irrespective of the amount of their net income.

Assuming that a return is to be filed, the next thing to be done is to obtain the proper return. As was pointed out in a previous article, there are several blanks for individuals depending upon their status. The two blanks most generally in use are those known as Forms 1040A and 1040. Form 1040A which is the small form, consisting of only one sheet, is to be used where the net income does not exceed \$5,000 and is derived chiefly from salaries and wages. Form 1040, which is the large form, is to be used in cases where the net income exceeds \$5,000, or is derived from a business or profession, though the amount is less than \$5,000.

As all the items on the small form are also on the large form, we will here discuss how to fill in the large form and thereby automatically cover the small one as well.

We will assume that the return has been properly headed up with the name and address of the taxpayer, and that the various questions of information have been answered. We therefore come to the statement of the income and deductions.

The first item under income is called "salaries, wages and commissions, etc." Here should be shown all compensation, for services, received during 1924. This includes bonuses, etc. Space is also provided for the deduction for expenses incurred in connection with the services for which the salary is received. Traveling expenses, for instance, are deductible. Where deductions are claimed, a detailed list must be made of them in schedule F of the return.

Item 2 is income from business or profession. This does not appear on the small form, since persons having a business or profession are not to use the small form. Under item 2 would come all income derived from a business owned by a taxpayer. This does not include a

This is the twelfth of a series of articles on how to prepare income tax returns, that will appear regularly in the columns of *Crockery and Glass Journal*. Mr. Seidman is Chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, attention of the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

corporation or a partnership business. The net income from professional fees should here be shown. In any event, Schedule A must be filled out, showing how the net income from the business or profession is computed. The explanation of this schedule will form the basis of a subsequent article.

Item 3 covers income from interest, and is subdivided into two parts. The first is income on bank deposits, corporate bonds, etc., and the second is interest on taxfree covenant bonds, upon which a tax was paid at the source. The total of both these items should re-

fect all the taxable interest received during the year.

A word of explanation might be in order with respect to the interest on tax free covenant bonds. Some bonds contain a provision that the corporation issuing them will pay to the government the income tax of the bondholder on the bond interest, to the extent of 2 per cent of the interest. S. W. Strauss bonds invariably have such a provision. Here is how it works out. Assuming that a \$1,000 bond bears 6 per cent interest, the bondholder collects \$60 a year. The corporation issuing the bond, in addition to paying the interest, pays to the government 2 per cent of the \$60 or \$1.20 for the account of the bondholder. This \$1.20 need not be reported by the bondholder as additional income, but what is more, can be taken as a credit against his own income tax. It is for that reason that a separate statement is called for of the amount of interest on such bonds.

Item 4 is income from partnerships, fiduciaries, etc. The income shown here must agree with the return filed by the partnership or fiduciary. Where the partnership sustained a loss, the individual can take his pro rata share as a deduction. The important thing here to remember is that the individual's return must tie up with the partnership or fiduciary return.

Next on the return is the provision for rents and royalties. Here should be shown the net rentals received by the taxpayer for the use of property belonging to him. In computing the net rentals, all ordinary and necessary expenses incurred, including depreciation on the property, may be deducted. However, the deductions must be explained in schedules B and F.

Where the taxpayer lives in his own property, the rental value of the premises need not be reported as income. On the other hand, the expenses, except interest and taxes, cannot be deducted. Where the taxpayer occupies

only a part of the entire residence and rents the other part, a proportionate amount of expenses can be deducted.

In the next article how to fill in the other income items will be explained, as well as some of the deductions allowed.

Buyers in New York

FEBRUARY 12TH, 1925

S. R. Casper, housefurnishings and toys, Loveman, Joseph & Loeb, Birmingham, Ala., 112 West 38th St. (City Stores Co.), 14th floor.

T. F. Byrø, lamps, Hillman's, Chicago, Ill., 131 West 35th St. (Hart Flanagan Co.).

W. Peters, lamps, The May Co., Cleveland, O., 1115 Broadway.

Mrs. M. A. Heller, lamps, china and glassware, Rike-Kumler Co., Dayton, O., 225 5th Ave. (Retail Research Assn.).

FEBRUARY 13TH, 1925

B. M. McManman, silverware, lamps, electrical goods, Eiband's, Galveston, Texas, 1164 Broadway (Fellows Buying Corp.), Latham.

E. W. Merrill, china, glass, gift shop, New England Furniture & Carpet Co., Minneapolis, Minn., Commodore.

J. R. McGough, toys, Gimbel Brothers, Philadelphia, Pa., Broadway and 32nd St. (New York Office).

FEBRUARY 14TH, 1925

Ernest W. Merrill, gift shop, china, glass, electrical goods, silverware, New England Furniture & Carpet Co., Minneapolis, Minn., Commodore.

FEBRUARY 16TH, 1925

B. M. McManmon, housefurnishings, toys, china, electric goods, lamps, Eiband's, Galveston, Texas, 1170 Broadway (Morgan & Ahrens).

D. Utterson, housefurnishings, toys, Efroymson & Wolf, Indianapolis, Ind., 38 West 32nd St. (Littman & Storch).

J. E. Perkins, housefurnishings, china, toys, Denton-Ross-Todd, Lexington, Ky., Pennsylvania.

J. J. Smith, toys, L. S. Donaldson Co., Minneapolis, Minn., 159 Madison Ave. (Syndicate Trading Co.).

R. E. Mater, housefurnishings, G. M. McKelvey Co., Youngstown, O., 333 Seventh Ave. (J. M. Briggins, Inc.)

FEBRUARY 17TH, 1925

B. T. Herrell, toys, McClintock-Field Co., Ashland, Ga., 256 Church St. (C. E. Rice).

W. W. Taylor, toys, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave. (D. G. Alliance).

H. A. Matheson, housefurnishings, Steiner Co., Canton, O., 17 Madison Ave. (J. E. Manix Co.).

M. Berger, toys, Pirie Scott & Co., Chicago, Ill., 404 Fourth Ave.

Miss A. Schellhorn, china, housefurnishings, toys, M. L. Parker Co., Davenport, Iowa, 352 Fourth Ave. (Kirby, Block & Fischer).

M. G. Brinkman, toys, J. L. Hudson, Detroit, Mich., 225 Fifth Ave. (Retail Research Assn.).

A. E. Johnson, housefurnishings, toys, First St. Dept. Store, Duluth, Minn., 25 West 33rd St. (Lapkin & Solomon).

M. G. Verlande, toys, housefurnishings, El Paso, Mexico, 352 Fourth Ave. (Kirby, Block & Fischer).

C. W. Schaibley, hardware, housefurnishings, china, toys, Everys, Hagerstown, Md., Broztell.

Charles Gruen, toys, housefurnishings, chinaware, Kaufmann & Wolf, Hammond, Ind., Pennsylvania.

E. K. Due, crockery, lamps, toys, H. G. Munger Co., Herkimer, N. Y., 105 Grand St. (Jay & Co.), Bristol.

A. R. Dorsen, housefurnishings, toys, M. B. Lowenstein & Bros., Inc., Memphis, Tenn., 112 West 38th St. (City Stores Co.).

Miss K. M. Riordan, toys, housefurnishings, J. H. Bunce Co., Middletown, N. Y., 315 Fourth Ave. (D. G. Alliance).

J. Dalton, toys, housefurnishings, Marting Bros., Portsmouth, N. H., 352 Fourth Ave. (Kirby, Block & Fischer).

W. K. Cetterel, toys, housefurnishings, C. K. Whitner Co., Reading, Pa., 315 Fourth Ave. (D. G. Alliance).

FEBRUARY 18TH, 1925

G. A. Lawler, housefurnishings, D. G. Co., Akron, O., 115 West 30th St. (B. F. Levis), Pennsylvania.

G. L. McLaughlin, lamps, Newcomb-Endicott & Co., Detroit, Mich., 115 West 30th St. (Weill & Hartmann).

A. W. Marth, toys, aluminum ware, chinaware, The Chicago Store, Kankakee, Ill., 370 Seventh Ave. (Sellis & Moses).

E. Morrison, toys, aluminum ware, chinaware, Globe Outlet Co., Waukegan, Ill., 370 Seventh Ave. (Sellis & Moses).

W. C. Moore, housefurnishings, Wilkes-Barre D. G. Co., Wilkes-Barre, Pa., 23 East 26th St. (W. T. Knott).

Master Specification for Vitrified Chinaware Accepted

A Master Specification for Vitrified Chinaware has been finally accepted and became effective on Nov. 5, 1924, as Federal Specifications Board Specification No. 243.

This master specification for the purchase of vitrified chinaware has been evolved after an investigation covering a period of several years, in which manufacturers of vitrified chinaware through their Association have co-operated with the various Government departments using this material, and with the Bureau of Standards in which the laboratory work was carried out.

The specification covers material known as thick china, hotel or rolled edge china, and medium weight china. The material, workmanship, and general requirements are given, as well as the detailed requirements in which there is defined in numerical values the resistance which this type of ware shall show to impact, chipping, and temperature change in order to be satisfactory.

The specification further presents a detailed list of the trade size, actual size, maximum weight, and tolerance in size of every piece of ware which shall be used by the Government in its dining room service, enlisted men's service and hospital service.

When the preparation of this specification was undertaken by the Federal Specifications Board the Bureau of Standards was entrusted with the investigational work.

In the course of this investigation practically every make of vitrified chinaware manufactured in this country was tested, as well as several well known brands of chinaware from England, France, Germany and Japan. The information obtained is considered as confidential, and the comparative value of the different brands cannot be supplied.

It is believed, however, that the specification, a copy of which will be sent to interested parties on application to the Chairman, Federal Specifications Board, Bureau of Standards, Washington, D. C., will furnish sufficient data to be used as a basis for the purchase of vitrified chinaware for general use.

November Exports of Glassware

Department of Commerce, Bureau of Foreign and Domestic Commerce, Washington, states that domestic exports of glassware, table and other, for lighting, chemical and other, not otherwise stated, from the United States, for November are as follows:

Countries	Glass contain- ers (bottles vials and jars) Dollars	Table glass- ware plain Dollars	Table & other glass- ware cut or en- graved Dollars	Lamps & other illumi- nating devices chiefly of glass Dollars	Glass- ware n. e. s. Dollars
Belgium	—	16	—	—	—
Denmark	20	29	—	—	74
France	87	272	—	50	250
Germany	—	—	1 129	—	2,450
Greece	14	—	—	—	96
Hungary	—	—	—	—	75
Italy	—	—	82	—	62
Netherlands	78	—	100	—	12
Norway	47	—	—	—	428
Spain	338	—	—	—	360
Sweden	—	—	—	64	55
England	10,073	18,466	355	11,631	4,217
Scotland	—	585	—	—	—
Ireland	—	40	—	—	—
Canada	85,733	24,183	11,993	5 652	79,793
British Honduras	141	713	—	—	—
Costa Rica	349	619	84	—	101
Guatemala	2,496	583	—	24	96
Honduras	3,175	2,814	147	28	1,336
Nicaragua	32	364	—	17	501
Panama	1 616	1,718	818	93	1,153
Salvador	469	491	—	—	616
Mexico	10,475	19,681	835	13,159	12,003
Miquelon & St. Pierre Islands ..	—	—	—	—	10
Newfoundland & Lab.	1,116	250	65	342	190
Bermuda	114	505	22	64	144
Barbados	—	—	—	19	11
Jamaica	117	113	—	—	78
Trinidad & Tobago	176	213	—	—	48
Other Brit. W. Ind.	195	1,998	81	165	804
Cuba	78,855	17,391	680	1,863	8 315
Dominican Republic	688	1,991	—	189	213
Dutch W. Indies ..	32	27	—	16	—
Haiti	103	1,229	—	188	489
Virgin Is. of U. S.	—	156	—	23	25
Bolivia	—	768	—	—	80
Argentina	2,149	4,764	823	105	825
Brazil	1,887	274	195	—	916
Chile	1,716	296	—	38	883
Colombia	1,413	2,871	—	19	1,237
Ecuador	101	1,374	—	154	100
British Guiana ..	30	92	—	14	—
Paraguay	18	783	—	—	—
Peru	441	1,796	—	522	123
Uruguay	1,290	792	—	126	433
Venezuela	4,672	2,234	—	—	470
British India	1,080	125	—	—	803
Straits Settlements ..	1,010	275	—	—	411
China	833	129	1 621	24	688
Chosen	19	—	—	—	34
Java and Madura ..	232	—	—	—	335
Other Dutch East Indies	—	—	—	—	32
French Indo-					

China	436	—	—	—	46
Honkong	7,236	65	—	264	—
Japan	23	1,613	—	19	914
Palestine & Syria ..	330	—	63	—	—
Persia	60	—	—	—	—
Philippine Islands ..	994	5,055	597	—	5,119
Siam	186	—	—	—	—
Australia	6,911	15,231	525	2,810	2 562
French Oceania ..	90	—	—	11	—
New Zealand	2,496	5,979	14	1,609	763
Other Oceania	10	—	—	—	—
Brit. W. Africa ..	27	—	—	112	112
Brit. S. Africa ..	3,592	754	765	94	631
Brit. E. Africa ..	—	—	—	1 525	—
Egypt	427	—	—	—	—
Morocco	411	—	—	—	—
Portug. E. Africa ..	71	11	—	—	—
Other Port. Africa ..	—	130	—	—	—
Total	236,730	139,858	20,994	41,033	131 522

Department of Commerce Reports on China and Porcelain

Domestic exports of china and porcelain ware, from the United States, for the month of November are as follows:

Countries	Table, Toilet or Kitchen Ware Pounds	Dollars	Other China and Porcelain Ware Pounds	Dollars
France	51	26	—	—
Germany	48	15	—	—
Italy	164	135	—	—
Netherlands	—	—	—	—
Norway	1,200	225	—	—
Spain	—	—	1,665	611
England	557	175	172	176
Ireland	150	25	—	—
Canada	8,460	2,266	23,745	5 506
British Honduras	—	—	—	—
Costa Rica	—	—	—	—
Guatemala	—	—	—	—
Honduras	—	—	—	—
Nicaragua	—	—	—	—
Panama	485	73	265	128
Salvador	140	112	243	86
Mexico	5,849	2,947	1,681	463
Newfoundland and Labrador	203	37	269	81
Bermuda	493	333	387	138
Jamaica	—	—	197	40
Trinidad and Tobago ..	—	—	—	—
Other Brit. West Ind.	6,526	4,999	583	172
Cuba	27,606	10,081	1,879	1,579
Dominican Republic ...	1,552	424	832	185
Dutch West Indies	—	—	147	42
Haiti	30	15	2,000	450
Virgin Islands of U. S.	—	—	472	110
Argentina	1,288	609	—	—
Brazil	—	—	—	—
Chile	—	—	20	18
Colombia	341	300	419	111
Ecuador	44	20	92	29
British Guiana	—	—	—	—
Dutch Guiana	—	—	55	14
French Guiana	—	—	—	—
Peru	218	44	262	29
Uruguay	—	—	40	86
Venezuela	120	76	487	170
British India	74	18	54	68
China	129	63	49	28
Chosen	75	22	—	—
French Indo-China ...	—	—	—	—
Japan	—	—	35	37
Philippine Islands	262	93	155	185
Australia	—	—	—	—
New Zealand	—	—	—	—
British South Africa ..	—	—	—	—
Total	56,065	23,133	36,205	10,542

Beauty—another reason hotels and restaurants prefer Syracuse China



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Syracuse, New York

58 E. Washington St.
Chicago, Ill.

342 Madison Ave.
New York City

SYRACUSE CHINA

Ten Rules for Success

Joseph P. Day, a director of the Metropolitan Life Insurance Company and well-known realtor, gives the following ten rules of life which will help toward success:

1. Be honest in all things, in business and in personal matters.
2. Work hard, physically and mentally. Make every task, no matter how great or how small, a personal test.
3. Live cleanly and avoid illness. Remember that a healthy body is a great asset. Eat wholesome food and build up your strength. Think wholesomely, too, for to the mind wholesome thoughts are what wholesome food is to the body.
4. Take some recreation. Have a hobby, but do not let your recreation or your hobby interfere with your business and don't make your recreation lopsided. The brain needs exercise and pleasure just as much as your body does.
5. Use your imagination. The radio is the child of imagination. The steam engine, the telephone, the telegraph, the phonograph, in fact the very country in which you live, are all the products of some one's imagination. The man without an imagination can never succeed.
6. Interest yourself in public affairs and do your part in both civic and charitable work. Charity is a great stimulus to both the heart and the head.
7. Do not feel that you are over-educated. No mat-

ter what your education has been, don't stop studying. There is much knowledge in the world, and even the most learned man, in a lifetime, only scratch the surface. Read good literature.

8. Never let success turn your head. Success is only relative. There is no human accomplishment that cannot be improved upon.

9. Never stop smiling. The smile is a great maker of friends in business. Remember that your frown never put wrinkles on the other fellow's forehead.

10. Never give up. The world is big, but has no place for quitters.

Leipsic Expects Big Attendance at Fair

A record-breaking attendance is expected at the Leipsic Fair, opening March 1, according to figures based on room reservations compiled by the Transportation Department. From America almost 200 visitors are coming on the Aquitania, due at Cherbourg, February 27. A special train will take them thence direct to Leipsic. Another American delegation is expected on the Deutschland arriving February 27 at Cuxhaven, whence a special train likewise has been arranged.

Headquarters for the Americans has been provided at the "Harmonie," a fashionable Leipsic club. The interest of the American visitors is expected to center on the machinery and technology exhibits.

The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER X—GAS OVENS

THE Chamber gas ovens came into prominence since the Great War because they produce the maximum output with the minimum of labor and dirt. They consist of a series of connected brick chambers heated with gas supplied from coke. Each chamber ranges from six to nine feet high by three to seven feet in length and breadth. The burning operation is controlled by cones for final temperatures and regulated by recording pyrometers, one being located in each chamber. These make a chart showing the heat changes which may be compared by the fireman with a standard chart showing the perfect range of temperature. The amount of heat is readily modified accordingly. Inasmuch as the gas kiln with one long chamber instead of a series is somewhat similar in its working to the connected ones and is more general in its adoption an extended description of that form will suffice.

The tunnel kiln is a modern development which seems destined to ultimately supersede the bee-hive form in bulk work, because of its substantial saving in labor, in its use of gas for heating in place of coal, in its general cleanliness and in simplicity of operation. Thus far it appears to have been installed in America more rapidly than in Europe, no doubt because labor saving devices are more eagerly sought where the wage scale is highest.

As its name indicates, the form of this oven is a long hallway or tunnel (without a chimney astride it) ranging from two hundred to four hundred feet in length and surrounded by walls from one to two feet thick of brick or other fireproof material. The inside of the tunnel is usually six feet high by four to five feet wide. These dimensions of course vary considerably according to the purpose of the proprietor. Along the entire length of the tunnel floor runs a narrow gauge railway track from two to three feet wide, on which a train of flat cars (built of noncombustible material and connected together by a simple coupling device), is slowly pushed or pulled by means of an electric motor of adequate horsepower. When loaded, each car is of a size to hold one hundred or

THIS is the tenth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

more saggars filled with ware to be burned. If a coarse or cheap grade of pottery is desired no saggars are used as there is no soot from coal and but little dust to soil the pottery as well as no flames to touch and stain the pottery with their sulphurous fumes as in the old style oven. In that case the clay or biscuit shapes are set on shelves or racks in tiers of a size to almost fill the space between the car and the ceiling.

In heating the gas oven, air is mixed with the gas before combustion. Both are preheated by passing through separate flues in the walls of the tunnel. When the firing zone is reached both are superheated before meeting and burning. The flow of these gases is forced by a fan driven by an electric motor. After ignition the flaming gas is confined in the flues within the walls thus heating the tunnel and the contents of the cars without actual contact with

the ware. When the trucks loaded with the shapes are started through, the iron doors at the entrance close after them and they meet with a growing warmth. As they progress slowly the heat increases steadily, until the middle section is reached surrounded with the most intense heat; then, as the cars continue onward to the other end, the heat tapers off, until, when the outer door is reached, the goods have cooled enough to be exposed without delay to the outer air.

By carrying on a continuous performance in this manner a truck load of biscuit ware may be produced every one and a half to two hours and the same amount of glost ware in one half that time. Recent tunnel kilns have been so fitted with automatic heat regulators and cut offs that the different definite degrees of heat required for each portion of the tunnel may be maintained with substantial certainty and with a minimum of attention and labor. Indeed the one in charge may so regulate the heating that either a practically uniform temperature will surround each cross section, or, if so desired, the top and bottom of the kiln of any cross section may differ from each other in temperature as much as from 50 deg. to 75 deg.

VALUE OF TRAINING IN CERAMIC ART

"It is of importance to the ceramic industries that ten universities in America are providing laboratories, classrooms and instructors for the purpose of creating and transmitting information on ceramic technology. The ceramic art schools have contributed to the welfare of industrial ceramics or their maintenance has not been worth while. There have been fairly large financial outlays for buildings, equipment and materials and, of more importance, a large amount of human endeavor and personal expenditures of time and money to make these schools successful," declares Secretary Ross C. Purdy, of the American Ceramic Society in the official Journal of the A. C. S. He then goes on to say:

"Has all of this been worth while? Are the results tangible, concrete and creditable? Would less specific and more general educational courses in ceramic technology accomplish more, less, or as much?

"Such questioning as this is worth while for either the ceramic industries should give the ceramic school appreciative support or they should advise discontinuance of the schools. These schools are supported by taxation. The ceramic industries pay their share of this support, hence their interest in the schools lies in both the cost and in the production of the schools.

"There are many very capable collegiate trained technologists employed in ceramics who are not products of ceramic schools. There are very discerning managers of ceramic plants who have a preference for technical men other than graduates of ceramic schools and the service rendered has apparently justified this preference.

"Facts are not disputable and the facts are that graduates of our ceramic schools have a justified demand for their services and this demand is increasing. The ceramic schools are serving a good purpose. They may not be giving the training most needed or which would be most effective but they certainly are fulfilling their purpose in the best way they know how. It is the duty of the industrialist to make known the manner in which the ceramic schools can more effectively serve the industries.

"The service rendered by the ceramic schools is not the same as that rendered by the federal and state institutions. There is some overlapping but just enough to make solid and firm the whole American scheme of ceramic research and education. And this is true in the relations between the schools, the press and the associations. Each has its part and each has played its part.

"This is the 30th Anniversary of the beginning of collegiate training in ceramic technology. No one school or organization is more interested than another and no association more than any other. The American Ceramic Society, the national pooling of all technical ceramic interest, represents the industries, the schools, the federal and state organizations."



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PAINSTAKINGLY made.
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Carefully packed.
Properly priced.

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CHICAGO
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and ASSOCIATES
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Changeable Delivery Wagon Ads



IF you use the closed body type of delivery wagon, you will be interested in this method of attaching store signs to it, not only because of the prominence thus given the signs but also because you are thus able to change sign quickly.

At the end center of top of wagon fasten with screws or nails an iron holder shaped like illustration. Any blacksmith can make such a holder for you. Next make from $\frac{1}{2}$ or $\frac{3}{4}$ inch planed lumber a board about one and one-half feet high, and same length of wagon. Fashion and nail two long round wooden dowels at each end of board. These dowels drop down into the circular opening of iron holder thus reducing the labor of changing signs to the mere lifting out and replacing of board. Your store signs can be written in large or light wrapping paper, which are pasted on each side of the board.



The Striking Informality Noticeable in This Official Photograph of the Annual Banquet of the Pottery, Glass and Brass Salesmen's Association Was Not Due to the Shrinking Modesty Which Characterizes the Majority of Salesmen and Buyers, But to the Photographer's Passion for Unposed Nature Study

The Feast of the Faithful

NOW it came to pass that on the evening of the twelfth day of the second month, being that observed by the people of the land in commemoration of the birth of Abraham, son of Lincoln, the hosts of the faithful, arrayed in purple and fine linen did gather together in the inn Astor, on the street called Broad in the city of New Gommorrah and did make merry with feasting and music. More than twelve score gathered they them.

From the East came they, likewise from the West and from the North and South, in chariots and on camels and on foot, singing sweet songs and uttering loud cries of great joy. And the sound of their coming was like unto that of the great winds as they blow over the deserts of Brooklyn and Jersey

And when they all had come unto the appointed place, behold a great hunger fell upon them and a great thirst, so that many were near unto their finish.

And their stomachs clave unto their backbones.

And when the elders announced that the feast was prepared the multitude fell upon that which was set before them and the slaughter thereof will be remembered even unto the uttermost day of their lives.

And there came unto them one T. Arthur, surnamed Baker, who was a sweet singer in the land, and with the sound of timbrel and Psalter and harp did make merry and the multitude did lift up their voices in song.

And the sound thereof came even unto Harlem, hard by Spuyten Duyvel, so that the Phillistines of that land did murmur in their slumbers and stretch forth their hands in the darkness to make sure their swords and bucklers were at hand.

And when there was no more to be eaten and there came of a necessity an end to the eating, there arose before them the High Priest, John, son of Hines, and lifted up his voice among them.

And the sound thereof was as the voice of the cricket in the midst of the thunder of a mighty battle.

And the High Priest spake unto him who played the timbrel, saying:

"Smite thou upon thine instrument, so that my people may cease their turmoil and hear my voice while I speak unto them."

And the musician smote upon the timbrel and and the multitude heard it not, for such was the sound of their own voices.

And the High Priest spake again unto the player of the timbrel, saying:

"Smite again, Oh Bard."

And the bard smote again, and yet again, but the multitude heeded him not.

And John, the High Priest spake, nevertheless.

And when he had done, Harry, surnamed Muirheid, one of the mightiest of the Elders arose and spake unto them and none heard him. And turning unto the timbrel mechanician, he spake, beseeching him to smite with all his strength, in-as-much as he had something to say unto them that never had been said before.

"Smite thou," said he, "even like unto Gehenna."

And the timbrelist girt up his loins and smote with exceeding great vigor, so that the feasters took heed unto themselves and desisted from their merrymaking and listened unto the elder.

And he spake seriously unto them and with much feeling of those of their number who had been among them but had gone before, even unto the number of three hundred. And great was the respect with which his words were heard.

And certain handmaidens, skilled in the dance, sweet of voice and of great beauty appeared before them and filled their eyes. Yea even unto overflowing filled they their eyes.

And there was great rejoicing.

Now the revellers are known throughout the length and breadth of the land as the Pottery, Glass and Brass Salesmen's Association. And these are the Priests and Elders who made ready the feast:


Officers—John J. Hines, president; Julius Rosenfeld, vice-president; L. S. Owen, secretary; Wm. H. DeMars, treasurer.

Dinner Committee—John J. Hines, chairman; Edward W. Hammond, Arthur G. Steir, William S. Pitcairn, Howard R. Handy, Samuel Neuwirth, Charles H. Phillips, Jr., J. Meredith Miller, D. King Irwin, George J. McCartin, Fred C. Brey, David Pasmantier, Edmondson Warrin, William H. Schreiber, Alfred B. Gunthel, Thomas G. Jones, Thomas Smallwood, Justin Tharaud, Charles Herman, Wm. C. Lynch, Paul Schneeloch.

Reception Committee—Harry P. Muirheid, Alex G. Menzies, R. E. L. Wells, Jos. F. O'Gorman, Albert E. Snow, Harold K. Satow, John W. French, Simon Roth, Percy N. Leyland, F. Calvin Demarest, Langley Hawthorn, Gred C. Groh.

Entertainment Committee—Edward W. Hammond, F. Calvin Demarest, Howard R. Handy.





CAUGHT IN THE NEWS NET



THE new quarters of the Libbey Glass Mfg. Co., Rooms 258-260 Fifth Avenue Bldg., New York are in the throes of alterations and getting settled. I. R. Ratner, manager of the New York office, with his staff moved into the new office Monday of this week and expect to have everything in order for the display of the Libbey-Nonik lines of glassware in a few days.

Frederick Skelton, well known New York representative of several manufacturers plans to leave for Winter Park, Fla., for a vacation of several weeks. Mr. Skelton says he believes that the office will run without him.

H. H. Phillips, from the Gas City, Ind., plant of the United States Glass Co., arrived in New York Wednesday morning for a conference with Ed. Craig, manager of the New York office of the company. Mr. Craig, by the way, is again the happy possessor of two good arms, his fractured shoulder having healed satisfactorily.

C. S. Sauer, of the Sterling Glass Co., Cincinnati, O., visited the company's New York representative Horace C. Gray Co. this week arriving Tuesday.

J. P. Curry, sales manager for the Mayer China Co., was in New York Monday and Tuesday of this week visiting Frederick and Ulysses Skelton.

R. C. Fenton of the Fenton Art Glass Co., Williamstown, W. Va., came to New York Wednesday last week to confer with Horace C. Gray Co., New York representative of the company and to attend the Pottery, Glass and Brass Salesmen's Ass'n banquet. He returned to Williamstown Saturday.

William Kahn, from the Factory F., of the United States Glass Co., Pittsburgh, stopped at the New York office of the company Tuesday morning en route to Boston. He left for Boston Tuesday night planning to return to New York later in the week for a few days' stay.

A. S. Baker, with Gimbel Brothers, Philadelphia; Sam Natkin with The Fair, Chicago; Al Jasman, with the Meier & Frank Co., Portland, Ore.; Leon Neubrick, with Crowley, Milner Co., Detroit, Mich., were among

the buyers who sailed on the S. S. Olympic last Friday night on a buying trip abroad.

Rene F. Dunne, sales representative for E. Torlotting, New York, left Tuesday on his initial trip through New England. He will be gone two or three weeks.

John Dixon with D. Spencer & Co., Vancouver, Canada, left New York for his home Tuesday. He had been in this city since Saturday of last week.

Mr. and Mrs. Ernest J. Johnson of Johnson Bros., Ltd., together with A. W. Naylor, the firm's chief designer, sails Saturday on the S. S. *Aquitania* for England after a visit of four weeks in this country.

Wallace Briggs, buyer for Sibley, Lindsay & Curr Co., Rochester sailed Tuesday on the S. S. *Deutschland* on a buying trip through Europe.

E. W. Merrill, of the New England Furniture Co., Minneapolis, has been in New York for about ten days on a buying trip. He returns the last of this week.

Miss Ernestine Trostler, buyer for the art department of Halle Bros. Co., Cleveland, returned home Friday of last week after a buying trip in New York.

Frank Martin of "Martin's," Detroit, Mich., was in New York last week on a buying trip. He was accompanied by Mrs. Martin.

Ernest Richardson, of Calloway, Hooch & Francis, Salt Lake City and Ogden, Utah is in New York. He will remain a week longer.

Alfred G. Moment, New York, was kept at home by a severe cold for several days this week.

Franz Heinrich of Heinrich & Co., Bavaria, sailed Tuesday on the S. S. *Deutschland* after a three weeks' visit in this country which he spent conferring with his American representative, William G. Mueller. During his stay here Mr. Heinrich and Mr. Mueller made a trip to Chicago, returning to New York on Wednesday last.

Herbert K. Connor, with the Carrollton Pottery Co., Carrollton, O., arrived here the latter part of last week and will be here until the end of this week calling on the local trade.

Harold Birn, son of Henry Birn, head of Henry Birn & Son, the well known dealers in glassware and china, 197 Grand St., New York, has been made a member of the firm. The concern will be conducted hereafter under the firm name of Henry Birn & Sons.

Lober to Open Salesroom With New Line

Axel G. Lober for many years connected with the Royal Copenhagen Porcelain Co. as American manager, has just returned from a trip to Denmark, where he closed negotiations for the representation in the United States and Canada for the well known china factory of Bing & Grondahl, purveyors to the court of Denmark and the British Court.

The factory which is nearly a century old, turns out a most unusual line of dinnerware and specialties in exquisite decorative treatments that undoubtedly will meet with wide approval in this market.

Mr. Lober has leased room Number 415 on the fourth floor of the Bush Terminal Building, 132 West 42nd St., and will be open for business, which of course will be wholesale only, on March 1st.

OBITUARY

Henry Benedikt Dies After Brief Illness

Word of Henry Benedikt's death, which occurred at his home 174 West 79th St., New York, on Sunday, February 15th, after a brief illness from pneumonia, came like a bolt out of a clear sky. Knowledge of his illness was confined principally to those in his office, as he had only been home for a few days and up to the last three days, before his passing, he was not



Henry Benedikt

considered in a critical condition, hence, when the news of his death became known to his friends in the trade on Monday, it seemed difficult for them to realize. His friends were legion in the business and a feeling of genuine sadness prevailed among them. He was

a man of sterling qualities of character and was highly regarded by all who knew him. To those whose privilege it was to come in more intimate association with him, he was held in an affectionate regard that was quite unusual. He was deeply devoted to his widowed mother and to his brothers and sisters, practically living for them, in fact, his life was a history of the most unselfish devotion. The great shock due to his sister's death in October, from which he had scarcely recovered was thought to have been partly responsible for the weakened condition, that made him less able to fight his illness, than he otherwise would have been.

Mr. Benedikt had been connected with the pottery business all his life, having started his career as a boy in the office of his father Ferdinand Benedikt, who was well known in the importing trade, up to the time of his death in 1900. Soon after he entered the office of his father, he became interested in the domestic business and became one of the best known manufacturers representatives in New York for domestic factories. He had represented several of this country's well known potteries. At the time of his death he was representative for and had been for many years for the W. S. George Pottery Co. and the Canonsburg Pottery Co. He also represented various allied lines in pottery and glassware but he specialized more in the dinnerware end of his business. He was first located on Park Place where he occupied quarters with his father, then at 73 Murray St. for a number of years and for the past six years had occupied a salesroom at 7 West 22nd St.

Mr. Benedikt was born in New York fifty-eight years ago. He leaves besides his mother, a sister and brother, with whom he made his home. His brother who is Wm. G. Benedikt, merchandise manager for the china, glassware lamps and housefurnishing departments for I. Bamberger & Sons, Newark, N. J. had just recently sailed for Europe on a buying trip. The news of his brother's death was cabled to him and he sailed for home aboard the Berengaria on Wednesday of this week. Funeral services for Mr. Benedikt were held at the Chapel at Linden Hill Cemetery, Brooklyn on Wednesday at two o'clock.

Walter H. Bradley

Suddenly stricken with apoplexy, Walter Hubbard Bradley, prominent retired manufacturer, died at his home, 281 Colony St., Meriden, Conn., at 12 o'clock noon on Monday, February 9, before physicians could reach his side.

Mr. Bradley had been in failing health for some time, and had suffered from hardening of the arteries for perhaps a year. Mr. Bradley, who was born in Cheshire, the son of Samuel Atwater and Abigail Doolittle Bradley was 69 years of age. He was formerly president of The Bergen Cut Glass Co., Meriden, also at one time president of the Bradley Salt Co., Warsaw, N. Y., and the Remington Salt Co., Ithaca, N. Y., as well as a director in various other manu-

facturing companies. Going to Meriden as a boy, he entered the employ of his uncle, N. L. Bradley, and later traveled for the Bradley & Hubbard Co., well known lamp manufacturers of Meriden. He retired several years ago. He was a descendent of Capt. Lucius Tuttle and Capt. Ezra Doolittle, who served in the Revolutionary war. He is survived by his wife, Anna M. Bradley; two daughters, Esther A. and Helen T. Bradley; and one brother, John A. Bradley, of Ashtabula, Ohio. Funeral services were held at the home Thursday afternoon, February 12.

Charles J. Madden

Charles J. Madden, secretary of the Metropolitan Furniture Co., Boston, died on February 9 at his home, 1 Summit Ave., Brookline, after a short illness. He was born in Rochester, New York. He leaves his wife, Angele W. Madden, a daughter, Elizabeth, three sisters and a brother.

Amos R. Leighton

Amos R. Leighton died suddenly in church last Sunday in Providence, where he made his home after leaving Cambridge some years ago. For twenty-two years he had represented Lalance & Grosjean in New England, except that in recent years he covered only Rhode Island, Connecticut and Western Massachusetts. The funeral was held Tuesday in Mt. Auburn Cemetery, Cambridge.

Holds Open House Week

During the last week the Pittsburgh Lamp, Brass and Glass Co., manufacturers of lighting glassware and fixtures for electric, gas and oil illumination, held open house at their display rooms located in the Chamber of Commerce building, Pittsburgh. Their customers and friends were cordially invited to inspect the lines on display, which included the company's latest creations in electric lamps, fixtures, torcheres, bridge and floor lamps, lighting glassware and a few novelties, such as perfume burners, etc. Over 2,000 different samples were on display and constantly lit up to give the public some idea as to what the firm manufacturers and also give them some new ideas on home lighting.

The display was beautiful and included lighting units for every purpose. Varied tastes were satisfied, as lighting glassware, both plain and highly treated in colors, were there in abundance. As usual Harry Ross and R. G. West were present to welcome the visitors.

New California Concern

A new San Diego, Calif., institution is the Stahel-Dohrmann Co., a new concern, who early this month opened a new building occupying the large space of 100 feet by 100 feet with four floors and basement at Seventh and C Streets, San Diego. In this beautiful new building will be offered a wide assortment of chinaware, glassware and house furnishings.

The Stahel-Dohrmann Co. is backed by the experience and prestige of two old and well established concerns, Alfred Stahel & Sons, Inc., who have been in business 45 years and the Dohrmann Commercial Co., parent organization to the principal stores in these and other lines now operating in various California cities.

Glassware Exports for December

The Department of Commerce Bureau of Foreign and Domestic Commerce announces that domestic exports of glassware—table and others, for lighting and other purposes, from the United States for month of December were as follows:

Countries	Glassware for lighting (except globes and shades)			
	Table glassware, plain	Table and other glassware cut or engraved	Lamps and other illuminating devices chiefly of glass	Glassware, n.e.s.
	Dollars	Dollars	Dollars	Dollars
Austria	—	—	—	48
Denmark	20	—	—	—
France	14	—	—	2,565
Germany	300	310	—	5,650
Greece	—	—	—	100
Hungary	—	—	—	82
Italy	—	—	—	36
Netherlands	230	—	89	815
Norway	—	—	—	189
Poland & Danzig	—	1,175	—	—
Rumania	—	—	—	24
Spain	—	—	—	598
Sweden	257	—	—	—
Switzerland	7	—	—	—
England	15,759	1,868	8,737	2,468
Scotland	705	—	—	—
Ireland	550	—	—	—
Canada	13,617	5,257	5,099	55,673
British Honduras	79	—	—	13
Costa Rica	872	—	16	292
Guatemala	291	—	—	74
Honduras	3,370	—	171	507
Nicaragua	80	—	157	20
Panama	1,223	—	133	469
Salvador	—	7	—	840
Mexico	14,726	2,862	2,308	6,359
Newfld. & Labrador	28	—	—	267
Bermuda	214	—	56	617
Jamaica	41	—	—	396
Trinidad & Tobago	53	—	—	—
Other Brit. W. Ind.	915	—	268	232
Cuba	26,847	85	1,381	4,859
Dom. Republic	1,533	—	209	464
Dutch W. Indies	123	—	28	—
French W. Indies	8	—	10	—
Haiti	468	—	121	40
Virgin Is. of U. S.	187	—	9	290
Argentina	2,933	140	—	4,687
Bolivia	938	—	—	—
Brazil	2,445	—	50	2,268
Chile	521	297	—	454
Ecuador	671	—	—	238
Colombia	5,391	247	34	931
Brit. Guiana	30	—	—	150
Dutch Guiana	124	—	167	—
Peru	2,332	235	104	661
Uruguay	471	—	—	—
Venezuela	842	—	75	867
British India	47	—	339	206
Ceylon	—	—	158	10
China	536	256	488	1,309
Hongkong	708	—	—	48
Japan	—	—	—	332
Palestine & Syria	—	—	—	115
Total	124,637	14,378	23,781	100,912



WHAT THE POTTERIES ARE DOING



CONTINUED activity in most all departments of generalware plants in the East Liverpool district has been reported by all manufacturers. The existing situation was discounted at the annual meeting of the United States Potters' Association held in New York last December, when it was the announced belief that all plants would show a decided improvement in production during the first quarter of the new year. The fact that raw materials and other supplies used by the generalware manufacturers are being ordered in far more liberal volume than for many months past, is indication that production is getting heavier right along, and that manufacturers are of the opinion that demand for the entire line will continue steady. Demand for dinnerware, both open stock and sets of various compositions continues along favorable lines, and sales records for the first two weeks of the current month compared with the volume for the same term a year ago shows that conditions are decidedly improved. Mail orders are in steady receipt, and salesmen who are on the road are also forwarding some good business to their home offices. Open stock dinnerware is in very active movement, while the large mail order houses are active buyers of sets.

T. A. Shegog, in charge of the research department of the Sebring Pottery Co., of Sebring, O., addressed a meeting of the Trades, Technique and Manager's Forum in the East Liverpool offices of the United States Potters' Association. It was brought out in this address that quantity production had been pressed forward at times to the detriment of quality, and quality is now what the manufacturers demand. Mr. Shegog was of the opinion that a committee should be appointed by the body to make a close study of this phase of generalware production, and the study will be along the line of speed at which production can be kept up without detriment to the ware itself. The speed of pottery workers in the United States was sent to peak during the war period, when the demand for generalware was at its height, in fact sufficient stocks could never be maintained. Thomas B. Anderson, of the Pope, Gosser China Co., presided at this session of the Forum, he recently being elected its president.

The proposal of the United States Potters' Association to change the trade name of a number of items in the generalware list seems to be meeting with the approval of many buyers. The application of simplified names to particular items will aid clerks in all departments. Fre-

quently clerks have to explain the trade name "tea" which applies to a cup and saucer, while everybody knows about the two latter names. Manufacturers have made it clear that the proposed change in the names of some items is to help clerks employed in the retail sale of generalware. The proposal was first considered at the last meeting of the Potters' Association in New York in December, and a month after the meeting the committee became active.

"There has been a decided improvement in business with us," declared Frank P. Judge, sales manager of the National China Co., Salineville, O. "It is our candid opinion that unless something unforeseen bobs up, all generalware plants in the country will do an excellent business this year. The way we look at the situation is, that just as the snow leaves the ground and the spring sun begins to shine, there will be an increase in business in all lines of industry, which is bound to reflect in the dinnerware game."

With the Steubenville Pottery Co., Steubenville, O., placing its new plant in operation late this year, the company will have probably 50 per cent greater production than at present. The present plant of this company is one of the oldest in the industry. The one now proposed will contain all modern improvements. These improvements as a unit will tend to increase production. Under the management of H. D. Wintringer, this company has shown marked progress, both in volume of business and also quality of ware.

Many department store buyers are anticipating merchandise for March and April sales, and considerable business for these specials have been placed with manufacturers in this district. Shipments are in some instances going forward from these specifications.

Heavy shipments of dinnerware left this point last Saturday for New Orleans and way points on the Mississippi river via the Ohio and Mississippi water route. This tonnage went out on the steamer John W. Hubbard, which was en route from Pittsburgh, Pa., to New Orleans on account of the Mardi Gras. At Wheeling a considerable tonnage of glass was also taken aboard this boat.

A meeting of the Western Standing Committee, which is a joint conference between members of the Potters'

(Continued on page 30)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



NO decline in new business is reported by those in charge of the selling departments of the flint glass factories in this district, although the volume of business being placed is not as heavy as during the January term. This is as it should be. During January all buyers were anxious to go over new lines and anticipate future requirements in rather liberal volume, and the business that is now in daily receipt is that coming from road salesmen and also from merchandising offices direct. The volume of business of the manufacturers during the buying season here during January is sufficient to keep plants in operation for an indefinite period, and with new orders being added to the files, the manufacturers are insured steady operations during the second quarter of the year. The demand for staple items is good, and orders for the novelty and decorated lines of glassware is in keeping with the season, this in view of the heavy orders placed for the latter offerings by buyers during the recent Glass and Pottery Exposition here.

Operations at the plant of the Monongah Glass Co., Fairmont, W. Va., are on better schedules now than for many months. In fact the plant is operating on practically full time schedules. General business conditions with this factory are declared to be good, and a steady volume of new business is in daily receipt.

Work has begun preparatory to the removal of the business of the Bonita Art Glass Co., Wheeling, W. Va., to Huntington, W. Va. The Wheeling plant was recently gutted by fire, and soon thereafter the company closed an arrangement whereby its new plant would be located at Huntington. William Schwartzbach, who is in charge of the decorating department of this company is now located in Huntington arranging for early resumption of his department.

In order to increase its output the Automatic Glass Products Co., St. Mary's, W. Va., has increased its force of workers materially during the last few weeks. The company was formed at Toledo, O., last fall, and later an idle factory at St. Marys was taken over.

The Hocking Glass Co., Lancaster, O., of which I. J. Collins is president, has had plans prepared for the erection of an addition to its plant that will occupy a site 200 by 40 feet. The Austin Co., of Cleveland will be the erectors, and the addition will cost approximately \$60,000. It is the purpose of the company to extend its lines, but before this can be accomplished additional room will have to be provided.

The Poulas Cut Glass Co., Lancaster, O., which was recently formed is seeking a location for its plant, and it is likely that the company will begin operations at Circleville, O., which is southwest of Lancaster. Thomas Poulas and W. G. Graham, of Lancaster, have been in Circleville with this object in view and a proposition has been made by the company to the Circleville Chamber of Commerce. A bonus is sought by the company.

An application is to be made at Harrisburg, Pa., Friday of next week for a charter for the Eden Glass Co., which has just been formed at Clarion, Pa., by A. J. Rose, R. R. Underwood and C. L. Clover.

The annual meeting of the stockholders of the Hazel-Atlas Glass Co. will be held at Wheeling, W. Va., Tuesday, February 24, it has been announced by Secretary G. S. Quay. The meeting will be held in the rooms of the Wheeling Chamber of Commerce in the Market Auditorium. At this time annual reports will be presented and a board of directors elected.

Decreased production continues to be the rule at the plant of the Imperial Glass Co., Bellaire, O. Several weeks ago the company eliminated the working of their factory at night, the decreased production being due to the fact that the company had a heavy stock in its warehouse, operating having continued on liberal schedules during the recent depression. Within a few weeks former schedules will be resumed, it is said.

Consideration is now being given to the plan to resume operations at the plant of the Upland Flint Glass Co.'s factory at Upland, Ind. The company is now operating at Marion, Ind. This company is featuring a general line of packers goods and fruit jars.

There is little change in the demand for chimneys, and the factories producing this item are now working full time, but under reduced schedules. Last year the union chimney factory workers suffered a wage decrease of over 40 per cent, this for the purpose of permitting the union operated factories to compete with those working on a non-union base scale.

Another department of the Macbeth-Evans Glass Co., at Charleroi, Pa., has been placed in operation, giving employment to 75 more people.

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Tharaud Showing New Designs in Dinnerware

NEW designs in the dinnerware of Myott Sons & Co., represented in this country by Justin Tharaud, Inc., 24 W. 23rd St., New York, on an embossed ivory finished ware, come in narrow running borders in a variety of charming gaily colored patterns. One, a floral design in deep, rich, yet brilliant colors, green leaves, combined with yellow blossoms having green centers and red and pink flowers and birds alternating, has a group of three flowers then a single flower followed by bird motif. A central medallion, combines the bird and flower motif in a conventional design which is most effective. Another design utilizes the same colors, more vivid in effect in a larger pattern. A single red flower, alternates with a fruit motif—a half a piece of fruit in blue and yellow with green center—and a blue holly-like leaf studded with red, then another flower group. In the center of the plate is a large floral spray utilizing all the colors seen in the border and traced in tan. Another very charming pattern is simple in line yet rich because of its color scheme. A narrow band in yellow is broken by a bird and spray motif in black silhouette effect alternating with a panel showing clusters of tiny lavender flowers in black basket. The center of the plate shows a peacock on branch in black with lavender flowers in a yellow ground. The entire pattern is characterized by delicacy and grace of line, and effective color. These are only a few of the many new and interesting patterns in dinnerware which Mr. Tharaud is showing.

New Ahrenfeldt Patterns in Dinnerware and Short Lines

Herman C. Kupper, Inc., 39-41 W. 23rd St., New York, are showing a wealth of new patterns in the Ahrenfeldt French china in both dinnerware and fancy lines. The new short lines are characterized by the Adams period atmosphere in color effects and treatments quite different from any heretofore brought out. A new shape the "Etoile" is most especially adapted to setting off the new designs and is characterized by the unique shape of the cups and covered pieces which are very narrow at the base, flaring widely and suddenly about half way up the body of the piece. The Chinese and French spirit influence the patterns both as to color and line. Ivory borders are used and new powdered colors, orange, apple green, blue and pink. These colors are very lovely and appeal to the artistic sense in a most satisfactory way. This extensive line of novelties includes muffinières, sandwich trays and cocktail trays as well as tea sets, etc. A new maroon is combined richly with paste gold and encrustations in exquisite floral effects in beautiful and elaborate service plates. A wealth of new dinnerware, quite different as to decorations which were designed to

fit the new "Etoile" shape, show new colors in green, maroon, orange and lavender. The showrooms of this company are beautiful with their many remarkable displays of lovely china. Words are inadequate to describe in detail the new decorations which are so varied and characterful. Seeing is believing and these wares must be seen to be appreciated.

European Chinaware Co., Inc., Show Fine Imported Dinnerware, Figure Lamp Mounts, in Distinctive Designs

An exclusive assortment of beautiful dinnerware, tea, coffee, breakfast and luncheon sets, figure lamp mounts, vases, etc., from the famous factories, Thun, Czechoslovakia, Keramos, Vienna, Ohme, Germany, and Leo Barbasch, Vienna, decorators, is attractively displayed by the European Chinaware Co., manufacturers, decorators and importers at their showrooms, 264 Fifth Ave., New York, N. Y. Dinner sets in many varieties with full gold, half gold and line gold handles, show lovely floral and conventional designs in decoration, and attractive color and border patterns. A choice collection of vase and Austrian figure lamp mounts are compelling specialties. The figure lamp mounts are exquisite in modeling and figure posing. One decidedly attractive figure represents a ballet dancer with costume in a lovely blue color. The two figure dolls which are moulded on the base in fantastic dress of bright colors, lend a note of novelty and beauty to the entire statuette. The tea, coffee, breakfast and luncheon sets displayed in a large variety of decorations, also in plain colors, and floral and border designs, are excellent specimens of fine workmanship in china decoration. A noticeable dinner set is of lovely iridescent treatment which is extremely beautiful in the many tones employed. This is only one of the many splendid importations which the firm is constantly adding for seasonable buying seasons.

New "Gouda" Pottery

"Gouda" art pottery is a name which immediately brings to mind something truly artistic in form, color and decoration. E. Torlotting, 35-37 W. 23rd St., New York, is showing many new pieces in this ware in typical "Gouda" patterns. A hanging basket with liner and chain is most suitable for the porch or sun room. Then there are pipe holder sets in different styles, having a place for match box and pipe. These come in green, lavender and orange in floral designs like those of the hanging baskets. An ash receiver and cigarette holder has a leaf design in green with touches of brown. Lovely, footed dishes, in blue are decorated with three roses in gold and brown with touches of blue. A desk blotter shows the well known design showing a caterpillar eating a leaf.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

A NEW building is to go up on St. James Ave., opposite the Park Square Building, running through to Stuart St. The estimated cost of site and building is \$10,000,000. The building is to be called The United Department Stores. It will have twenty or more individual retail stores under its roof. Each store will be operated separately, except for its agreement with the operation, advertising and general management of the building. Each section will have its own street floor salesroom and show windows, and its own elevators to its salesrooms, offices and stock upstairs. The stores will have a common receiving and shipping room in the basement, and parking space in the sub-basement will be allotted to the customers of each tenant according to his store space. From the main entrance on Berkeley St. an arcade thirty feet wide will run the length of the building. There will be similar arcades on all floors. At right angles to these, between the main entrances on St. James Ave. and Stuart St., will be the public foyer, with elevators and stairways. Beside the two underground stories, the building will have five stories above ground, with allowance for extension to nine stories above ground, and, within a setback, to twelve stories. In the center of the building will be a tower 350 feet high, with a searchlight and broadcasting station. The basements will be accessible by ramps from a new street to be cut between the Paine building and the new building. Ventilation will be of the best and 600 cars will be accommodated at one time in the sub-basement. Underground passages will connect the building with Arlington Station on the Boylston Street Subway. Among other things the stores will carry house furnishings, china, glassware, lighting fixtures, toys and electrical appliances.

The control of The Harris & Mowry Co., Woonsocket, R. I., has passed to a syndicate headed by Fred E. Opie, Westerly, R. I. Mr. Opie is also president of the P. H. Opie Co., Westerly, and part owner of the Boston Store, Webster, Mass. Oscar A. Mayer is vice-president and general manager. The treasurer and assistant manager is Eliver J. Stone, formerly with John R. Ainsley Co., a Boston wholesale dry goods house, and interested in the Westerly and Webster stores. W. J. Brown, capitalist of Woonsocket; Theodore A. Engelback, furniture and drapery buyer, and J. Wilde Chaput, buyer of housewares, china and toys, are stockholders and directors. The new corporation has already made numerous improvements and plans soon to install new departments.

Pettingell-Andrews Co. will move next fall into its new quarters in a nine-story brick building now under construction in Stuart St., it was announced at the annual

dance of the employees in the Strand ballroom February 9th, attended by more than three hundred members and guests. The Pettingell-Andrews Electric Glee Club sang and prizes were given in a costume contest, Mrs. F. S. Price being chairman of the judges. Her husband, president of the company, was unable to attend, as he was called to New York on business. Honorary guests included Vice-President W. J. Keenan, Treasurer George J. Murphy and Secretary-Sales Manager J. E. Livor. The chairman of the committee was William A. Peterson, veteran jobber salesman. The company is one of the oldest electrical jobbing concerns, having been in business 38 years and 25 years in its present location.

William J. Kelly arrived Monday at Young's Hotel with Libbey's Safedge, Nonik and other glassware lines, for a two weeks' stay, also H. Bigart, representing L. D. Bloch & Co., with German, Italian, Japanese, Spanish and Dutch pottery, Chinese brass, Italian marbles, Czechoslovakian glass and bead mats, imported and domestic silver and Bloch trays and fern stands. The latter expects to leave Boston next week for Providence. Walter S. Andres was at Young's Hotel with new items in Fostoria glass. With headquarters in Bridgeport, Mr. Andres will cover Massachusetts, Rhode Island, and Connecticut, as well as Baltimore and Washington. His next cities are Providence, Worcester and Springfield.

Louis Yennaco is back at R. H. White's, after a visit to the lamp displays in Chicago, which he found unusually interesting. Lamps are going very well this spring, he says. In 1924 the sales of lamps in his department were 23 per cent over the previous year, and from the purchases of moderately high-priced lamps this January and February he expects that 1925 will be another splendid year.

S. S. Kresge Co. has leased for 50 years, with privilege of renewal, buildings and land at 82-86 Pleasant St., Malden. Kresge's other lease in Malden is at 50 Pleasant St., where it is planned to tear down the wooden building and erect a modern store.

T. E. Stutson of Louis Wolf & Co. was one of those to tell stories at luncheon of the English High School class of 1873 at the Hotel Westminster, Saturday afternoon. Thirty-four members and several guests afterward attended "Androcles and the Lion" at the Copley Theater.

The Home Furnishers' Association of Massachusetts held its spring convention at the Hotel Somerset, Thurs-

(Continued on page 30)

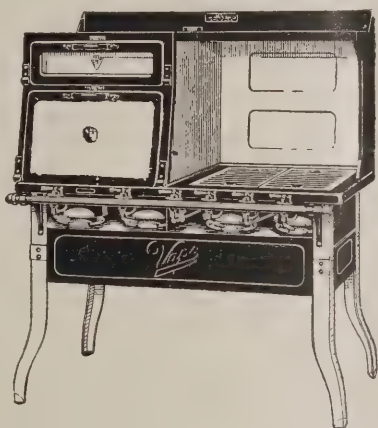
In the Household Utility Aisle

Some Practical Aids for Easier and Better House-keeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By BEATRICE MILLER WISNER

"Vapo," a Wickless, Gasless Stove

AN innovation in the manufacture of cook stoves, comes from the Vapo Stove Co., Lima, O., in their "Vapo" range. The "Vapo" as its name implies, is a wickless stove without chimneys, and is constructed on the most scientific engineering principles. How gladly women welcome this splendid acquisition to the culinary department is a matter that has been proven by the large demand for the "Vapo" range. The wonderful achievement in producing a stove that will burn oil and convert it into gas has been accomplished through the "Vapo" burner, which is a high step in oil stove development. The "Vapo" range is built of heavy gauge Armco iron and Tonaon steel. Every part is carefully bolted by hand; splashers and oven door



panels are of best vitreous enamel finish. The heavy legs are finished in baked enamel. The tops and all exposed sheet metal are carefully enameled. The oil reservoir is strongly made and is enclosed in an outside tank. The nicked manifold is extra heavy and fitted with flexible copper tubing from oil tank to manifold, which prevents leakage after shipment. The patented "Vapo" burner is simple in design, well made and equipped with patented automatic locking safety valve. The "Vapo" is so handsomely built that it resembles the best type of gas range. All oven models are furnished with built-in Bolo ovens. The entire construction, finish, mechanical appliances and patented features have been approved by the Priscilla Proving Plant, which is a substantial guarantee of the high standard and efficiency of the "Vapo" stove.

Bulldog Grip Clothes Pins

When there is plenty of grip and sturdiness to a clothes pin the sales possibilities are unlimited. The U. S. Clothes Pin Co., Montpelier, Vt., are makers of quality clothes pins that have the necessary grit and grip to keep clothes on the line during windy weather, and being made of wood will not leave rust spots nor injure dainty clothing. The U. S. Clothes Pin Company's clothes pins are convenient and easy to handle and sell because of their practical construction and clean cut features. They come packed in gross and one-quarter gross cartons.

"Drano" a Rapid Pipe Cleaner

Every housewife knows the troublesome and alarming features of the sink pipe becoming clogged even though precaution has been taken against allowing grease and particles to enter the pipe. A practical, efficient and altogether useful pipe cleaner styled "Drano" is manufactured by the Drackett Chemical Co., Cincinnati, O., which will flush and drain quickly stubbornly clogged pipes, allowing the flow of water to readily resume its normal force down the pipe, leaving it entirely open for use. "Drano" is a daily home necessity, for keeping pipes from clogging and drains active. A little "Drano" sprinkled in the kitchen sink, lavatory, bath tub, toilet bowl or laundry tub will avoid disagreeable nuisances and keep away the plumber, thus "Drano" becomes the woman's "purse string"; a tie on waste and an economy helper.

Safety First, a Seal Tight Principle

A very trustworthy appliance for keeping the doors of refrigerators airtight, is manufactured by E. J. Wirfs, 131 South 17th St., St. Louis, Mo., and styled "Airtite" door seal. This patented product assures a lasting airtight door contact and prevents the leakage of cold air, thus preserving ice and lessening its consumption. By the cushion effect, it prolongs the life of door hinges and fasteners and makes a noiseless waterproof contact. Every housewife is anxious to conserve her household funds and with the "Airtite" door seal, ice will last longer and refrigerator door fittings will stand up under constant usage. This "door seal" is said to be one of the best known refrigerator airtight door appliances, safeguarding the leakage of cold air and assuring long life to refrigerator door hardware. Some of the best known refrigerator manufacturers are applying "Airtite" to their refrigerator doors, as the attachment proves a good sales card for their product.

Practical Broom and Tool Holder

The great necessity of having a handy holder which will hold all kitchen handle implements; brooms, mops, dusters and other culinary handle accessories, is a matter to which housewives will all agree. An exceedingly useful and well made holder is manufactured by the National Specialty Co., 34 Warren St., New York City. This holder is so devised that it can be placed by hand in any position required, being a screw-in device. It is a neat, and ever ready holder that can be speedily attached without trouble, and is sturdy and attractive looking.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THE Market Event of the Glass, Pottery, Lamp and Housefurnishing Ass'n, brought to a close on Saturday of last week, was declared a success by the majority of those participating. No accurate record of the attendance has been compiled to date, due to the fact that no central registration place was maintained for the visiting buyers. Some of those taking part in the local show room display reported that in their own sample rooms they had more than one hundred different stores represented during the two weeks, some with three and four buyers to a store. Others report similar experiences, saying that the average sale to a visitor ran much higher than the average sale to a visitor at the Hotel shows. The volume of buyers in the market for the event of course was not as great as has been the experience at the Hotel Shows. All things considered, the members of the association will probably vote for a repetition of the local show room event, when the question is again brought up for discussion at the next association meeting.

President W. C. Owen of the Gift, Art Wares & Novelties Ass'n, has announced the personnel of the committee members for the August 1925 Gift Show as follows, Publicity: R. B. Kraetsch, John B. Bowan, G. U. Gairing, C. L. Geesey, Walter Larsen, W. M. Raleigh, and J. H. Smythe. Reception and Entertainment: Walter Larsen, F. W. Boeckel, A. Stanley-Brussell, F. W. Jenkins, and C. M. Coopersmith. Rooms Committee: John F. Bowan, C. M. Coopersmith, J. Schwartz, Howard G. Selden, and Jos. B. Stein. Finance: E. W. Steinbeck, Ira A. Jones, Louis B. Reitman. Exhibit: Mrs. E. D. Leavitt, Erwin A. Hussar, Harper J. Ransburg, and Mary Ryan.

February furniture sales are under way in most of the department stores, where glassware and dinnerware are being featured with specials for the "Furniture Sales Month." Weather, up to the early part of this week, has been favorable for the retail stores, and much advanced buying was said to have been done by the public during the last two weeks.

S. & R. Lamp and Shade Co., 3237 W. Roosevelt Road, Chicago, is new. Capitalized at \$18,000 to manufacture and deal in lamps and furniture. Owners are Hyman Shapiro, Louis Widen and David Rosenberg.

Lighting glassware business will be good this year. Construction activity in Chicago in 1925 will be of record proportions, if the January permit total is maintained. The valuation of building for which permits were taken out last month was \$21,007,950, the largest total in any January in five years.

Roseen & Collins Co., 20 W. Lake St. Capitalized at \$25,000 was incorporated last week to manufacture and deal in glassware, glass products, etc. Incorporators are H. T. Roseen, W. W. Collins, L. Loewenstein.

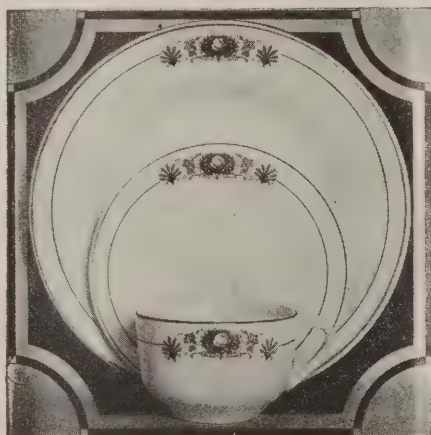
F. I. Simmers, president of the Hall China Co., East Liverpool, O. was among those in Chicago during the past week.

Jack Kennedy of the Roseville Pottery Co. and Granville Springer of the American Clay Products Co. came to Chicago last week on business.

Chris Hauser of Paul A. Straub, Inc., New York City, visited friends in the local trade during the past week.

(Continued on page 31)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

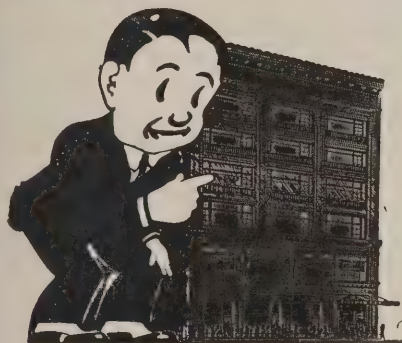
1751 West 74th Street

CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE
BUYERS OF
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; Rockford Peerless Furn. Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Ash Cabinet Co.; Canonsburg Pottery Co.

We will have available on January 1, about 4,000 square feet desirable space suitable for china, glass and house-furnishings. Will divide if necessary. Apply to

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring
in many dollars

Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

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THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware,
Pressed and Blown
Etchings, Cuttings
and Iridescent.

Harry G. Dalzell

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Central 3497

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
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EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

WALTER B. ANDREWS

30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing

MUNONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.

SEBRING, OHIO

CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative

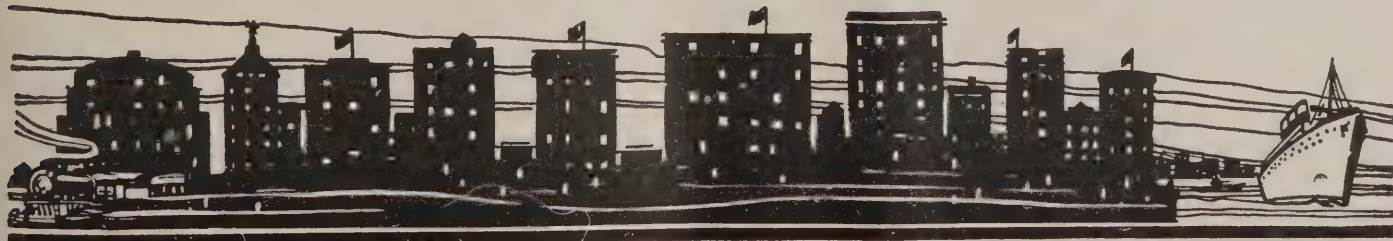
666 Lake Shore Drive

FURNITURE MART

Phone: Superior 4100

Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

WANTED AT ONCE. Salesman of experience to sell Pottery to responsible trade, Dinnerware plain and decorated, specialties such as salads, cakes and other lines essential to any well assorted crockery stock. Lines that will sell in every store. Write giving experience, reference and territory you cover. P. O. Box 764 East Liverpool, Ohio.

SALES MEN WANTED—Reliable men of experience to sell our pottery along with their other lines on commission basis. We make one of the most desirable Dinner Lines along with an assortment of Household pottery specialties unequalled by any other pottery in the United States. Will pay liberal commissions to the right parties getting good results. Address Box 184, East Liverpool, Ohio.

What the Potters Are Doing

(Continued from page 23)

Association and the National Brotherhood of Operative Potters will be held in East Liverpool the evening of March 2 for the purpose of determining the making price for a number of items. Where the pottery employes and the manufacturers are unable to reach an adjustment on shop differences, these questions are referred to the Standing Committee for discussion.

Announcement has been received here that Margaret K. Cable, instructor in ceramics in the School of Mines, Grand Forks, N. D., who has completed an exhaustive study concerning the clays found in that part of the United States, has prepared a paper on the subject, of "Glazes and Indian Designs on North Dakota Pottery."

Moving pictures have been taken of operations within the plant of Lenox, Inc., Trenton, and the two reels recently were flashed on the screen in East Liverpool. This is the first time that such a picture from the eastern pottery district was shown in this district.

The Southern Potteries Co., of Erwin, Tenn., has added a new ash tray novelty to its line. The specialty is to be and had in a varied assortment of decorations.

Operations have been resumed at the plant of the Franklin Potteries Co., Lansdale, Pa. Capacity of the shop has been increased and about 100 people are now being employed. The company is making a general line of stone-ware.

J. C. Knowles, of the sales department of the Knowles, Taylor & Knowles Co., has left for a western trip, following a brief trip through the Ohio-Michigan territory.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Boston News Notes

(Continued from page 26)

day, attended by dealers and manufacturers' representatives from all over New England.

The Partridge Furniture Co., Boston, household furniture, capital, \$50,000, is incorporated by Edward Izen, Somerville; N. I. Shapiro, Brookline, and William J. Neilly, Brighton. Cantor Sales Service Corporation, Boston, general merchandise, capital, \$50,000, has Maurice E. Howard, Dorchester; Max S. Shepard, Albert Litvin and Samuel Cantor, Revere, as incorporators. J. H. Corcoran & Co., Inc., Cambridge, dry goods department store, capital \$50,000, is incorporated by John E. Corcoran, Paul R. Corcoran and Walter F. Earle, Cambridge.

The first annual New England Hotel Men's Exposition will be held May 11 to 16 in Mechanics Building, by the New England and Boston Hotel Associations.

Albert Hopkinson resigned from the hotel department of Mitchell Woodbury Co. last Saturday and on Monday took up his new duties with Lynde, Sanger & Co.

Paul M. Phillips returned to Boston last Friday, having been covering his territory since the Pittsburgh show.

George A. Granville made his first spring trip last week to Connecticut and Springfield.

Cyril J. Marrion has resigned from Mitchell Woodbury's hotel department to enter the granite business with his father in Barre, Vt.

S. M. Averill has returned to the lamp section of Jordan Marsh Co., after spending two weeks with his sister in Rochester, N. Y.

Arthur T. Otis was in New York last week, conferring with the Arcade Manufacturing Co., whose toys he represents here.

William R. Claflin left Monday for Philadelphia to visit factories and "Buck" Withee went on a similar errand to Baltimore.

The Cape Cod General Store succeeds Rezendes & Ryder at Hyannis. Mr. Ryder is sole partner.

Special for Glassmakers and Potters
GREEN OXIDE OF CHROME
 in variety of shades

Guaranteed to contain no Free Sulphur nor Sulphides

B. F. DRAKENFELD & CO. INC.

50 Murray St.

New York

"AMERICA'S LEADING CERAMIC MATERIAL HOUSE"

LIQUID MATT BURNISH
WHITE GOLD

"WILL NOT TARNISH"

*USE IN PLACE OF SILVER & PLATINUM DECORATIONS
 ON GLASS OR CHINA*

THE ROESSLER & HASSLACHER CHEMICAL CO., NEW YORK

CHICAGO
 KANSAS CITY

PHILADELPHIA
 BOSTON
 SAN FRANCISCO

CLEVELAND
 PITTSBURGH
 BALTIMORE

TRENTON
 NEW ORLEANS

Alonzo E. Yont, secretary of the Home Furnishers' Association of Massachusetts, was the chief speaker at the annual banquet and dance last week of the Frank Ferdinand, Inc., furniture store in Roxbury, attended by 250 employees and friends.

Lynde, Sanger & Co., Boston, hotel and restaurant equipment, are incorporated with \$20,000 capital and 450 shares without par value. The incorporators are Charles R. Lynde and Edward J. Sanger of Newton and Jennie E. Reed of Acton.

The Darlo Co., Boston, domestic appliances, has \$100,000 capital and 5000 shares without par value; the incorporators are Hervey W. King, Milton; William R. Cook, Belmont, and Charles C. Jackson, Boston.

Hayman H. Cohen, Inc., Gardner department store, is incorporated with \$70,000 capital and 100 shares without par value, by Hayman H. Cohen, Leo A. Cohen and Joseph S. Cohen, all of Gardner.

Miss Lugrin, buyer of toys for Jordan Marsh Co., sailed February 11th on her annual European trip.

The Chicago Market

(Continued from page 28)

Silvestri, Inc. and Parch-O-Lite Corp. both recently taken over by the Advance Parcholite Corp., have been dissolved.

American Decorative Society, Inc., 257-59 Broadway, Chicago, has been incorporated with a capital of \$10,000, to deal in and manufacture furniture, art material and objects.

Glass tea sets were featured by a number of the retail stores in Chicago during the past week. The popularity of glass colored tea sets is just beginning to take hold according to a buyer for one of Chicago's largest stores.

Alec. Frazier of the Beaver Valley Glass Co. and Ed Downey of the Brush-McCoy Pottery, were Chicago visitors recently.

F. W. Boeckel, head of the Art Industries, Inc., makers of "Lavanite," was in Chicago during the past two weeks to assist his Chicago representative W. C. Owen, during the Market Event.

A. Stanley Brussell, representing Ferdinand Bing & Co., has been in Chicago for two weeks, displaying at the Morrison Hotel.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.

Importer of Crockery, China and Glassware for immediate delivery.

GUERIN POUYAT ELITE, LTD., 43 West 23rd St.,

Limoges China, Royal Crown Derby, Baccarat (French) Glassware, Aculus (English) Glassware, Alderson & Gyde, English Brass Reproductions.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.

The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co. Selb. Also Fancy China from Winterling.

LA PORCELAIN LIMOUSINE, 39-41 West 23rd St.

Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware; Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:

Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Porzellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 134 Fifth Avenue.

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., Fredk. Skelton, Representative, 200 Fifth Ave.

Colored and Iridescent Glassware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building

Fine blown tumblers and stemware.

FÖSTORIA GLASS CO., 141-147 Fifth Ave.

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway. Pressed and blown glassware.

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The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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No. 9

AS THE EDITOR SEES IT THE BUSINESS OUTLOOK

INCREASED gains in business are coming more slowly than was indicated by the expansion of recent months and it is not surprising that in some quarters an abatement of demand has lately occurred, says Duns review of the trade. Purchasing had been large in many instances, covering requirements for some time ahead and thus leaving less incentive for buyers to make additional commitments until goods previously ordered have passed into consumption.

THAT the movement of merchandise is of notably heavy volume is shown by returns of railroad freight traffic, which continues to set new precedents for this season, and this evidence of trade activity is supplemented by other favorable statistical comparisons. Records of bank clearings, of mill takings of cotton, and of foreign commerce disclose increases, and the rate of operation in the steel industry is even higher now than that of a year ago, with specifications against contracts exceeding shipments in the Chicago district.

THE possibility of an overproduction in some lines is not being disregarded, but thus far there has been few reports of excess supplies and spring needs are expected to become a more potent influence in the early future. In some cases, as in certain divisions of textiles, actual scarcity exists and premium prices have been offered for quick deliveries. The main trend of commodity quotations, however, has recently been in a downward direction, though this reversal of the price tendency has only come after many weeks of continuous rise. As a whole, prices are above last year's basis, and corporation reports for the first quarter are expected to show more satisfactory results as a consequence.

WHOLESALE and jobbing distribution still refuses to be hurried, and spring buying quite generally consists of a very large number of relatively small orders whose size precludes much profit in handling, according to Bradstreet's. Future buying is still cautious, and even in the steel trade there is less disposition to order ahead, as was shown in the late months of last year. It is still rather too early for spring retail buying to assume force and here there is, if possible, a further accentuation of the efforts to close out stocks of winter goods at advertised heavy reductions. Mail order and chain store sales still lead the retailing division.

IN industry, the pace is still much swifter than is, apparently regular distributive trade, but even here there is reported less of a disposition to go ahead at as fast a pace as was noted in the late months of 1924. The steel industry in the West is still close to capacity, whereas some Eastern centers note a slight let-down in the speed of output. The steel industry and some Southern cotton mill centers seem to lead most other lines.

THE steel output ranges from 85 up to 95 per cent. or higher, and some Southern cotton mill centers report night and day operation, but the lumber and automobile industries, while cheerful, note low percentages of operation, the latter at some centers running at about 60 per cent of a year ago, though more active than in December or January. The deliberate pace of trade buying and the confessedly keen competition for business is no doubt responsible for the advices of trade at a number of markets being smaller than anticipated.

Income Tax Department

Conducted by M. L. SEIDMAN, C.P.A.

Of Seidman & Seidman, Certified Public Accountants

SO many readers' questions have again accumulated, that it has again been deemed advisable to devote this entire article to them.

EARNED INCOME FROM SOLE PROPRIETORSHIP

Q. In your seventh article there appeared a question of computing the tax of an individual whose business cleared above all expenses \$5,800. Why do you not treat the entire income of \$5,800 as earned, making the earned income credit \$14.50 instead of \$10.50, and the total tax \$40.53 instead of \$47.53? I would be pleased to have your explanation.—O. T. B.

A. An individual owning his own business is limited in figuring his earned income credit to an allowance for compensation of not more than 20 per cent of his net income from business. This amount, in any event, cannot exceed a reasonable allowance for the services actually rendered by the individual, nor can it exceed \$10,000. A minimum of \$5,000 is allowed in every case. In the instance case, \$5,000 is the maximum of earned income.

INCOME FROM GARAGE

Q. In June, 1924, I bought a one family house which I use for my home. There is also a two car garage, one section of which I rent for \$6 a month. This is the only income I have from this property. There is a mortgage on the property on which I pay 6 per cent interest. Before I bought the house my rent for the house and garage was \$46 per month. Please advise me how to determine the income from this investment. I realize I have not mentioned taxes and other expenses. I can determine these, but what puzzles me is the determination of the gross income.—G. C. G.

A. The \$6 monthly rent received from the rental of one-half of your garage should be included in income. Against this can be applied one-half of the depreciation on the garage and one-half of any other expenses in the upkeep of the garage. The entire tax on your home and all of the interest paid on your mortgage are deductible from your income. No other expenses on your home may be deducted. The rental value of your home is not income.

STOCK PROFITS

Q. Some years ago the writer suddenly found himself heavily overbought on stock in speculative account, and was obliged to accept very heavy losses on some of the

This is the thirteenth of a series of articles on how to prepare income tax returns, that will appear regularly in the columns of *Crockery and Glass Journal*. Mr. Seidman is Chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, attention of the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

stocks in order to prevent being entirely wiped out. In order to do so, a large loan had to be secured from my bankers, and various securities were pledged as collateral. If the present "Boom Market" continues long enough, it may be possible to pay off part or the whole of the loan through the enhancement in prices of some of the securities bought some years ago. This would show an apparent profit on such securities, which in reality is only the recovery of a part of my losses sustained previously, and the redeeming of securities upon the income from which

I have paid income taxes. In such a case, would I have to declare these profits in making my income tax return?—J. H. C.

A. Any profits, based upon the excess of the final selling price over your original cost of securities, must be reported as income in the year in which you sell the securities. This is true although the profit is merely making good what you had previously lost in the past. For income tax purposes, every year's transactions must be considered separately.

HEAD OF A HOUSEHOLD

Q. My business as an engineer keeps my actual place of residence an ever changing process. I have, however, established a home which I own and keep up, and support a mother who lives there. I only stay in this home a few weeks a year, my business keeping me in other parts of the country. It seems to me that I should be allowed an exemption of \$2,500 as head of a household and \$400 additional for the support of my mother as a dependent.—F. G. C.

A. Since you have established a home and support your mother in that home, you are entitled to an exemption of \$2,900 as head of a family with one dependent. This is true although your business keeps you away from home the greater part of the year.

WORTHLESS BANK STOCK

Q. Suppose Mr. A. owns a certain amount of bank stock for which he paid at the rate of \$100. Now suppose that the bank fails and A. is called upon to pay an assessment at the same rate, that is, \$100 per share. Can Mr. A. charge off this amount at the rate of \$200 per share as a loss with regard to the Federal Income Tax? If so, at what place on the tax blank should he make the entry?—C. E. S.

A. Since the bank stock is totally worthless, the \$200 per share can be charged off as a loss on your Federal income tax return. If you are reporting on the long form for income over \$5,000, the deduction can be taken as item 13. If you are reporting on the short form for income under \$5,000, the deduction can be included with "other deductions" item 8.

EARNED INCOME

Q. I am a general agent for a life insurance company. I write personally little, if any, business, devoting my time to supervising the work of agents employed by me. Under these circumstances, can the first \$10,000 of my income be considered as "earned income"? Could I assign myself such a salary when this amount is more than 20 per cent of the total net commissions accruing to me after paying commissions to sub-agents, office expenses, etc.?—C. J.

A. Although your time is devoted to supervising the work of agents, your income in such a capacity is from personal services rendered. Under such circumstances, the first \$10,000 of your net commissions as a general agent for a life insurance company may be considered as earned income.

SALE OF SECURITIES BY AN EXECUTOR

Q. In 191— a party died, leaving an estate of fifteen different heirs. Among other securities, he left some common stock in several cotton mills. Before his death, very little, if any of this stock had ever been offered for sale. Four or five years after his death, the executors sold the mill stock for \$300 per share. What income tax should have been paid on this sale? Should the taxes have been paid on the whole amount or should the amount on each of the fifteen shares have been figured separately?—W. C. T.

A. A profit was realized on the sale of the stock, measured by the difference between the selling price and the value of the stock in 191— at the date of the death of the testator. Whether the profit is taxable directly to the executor of the estate in one lump sum, or should be divided among the fifteen heirs, depends upon the terms of the estate. Ordinarily, if the beneficiaries have a life or other terminable interest, the profit on the sale of the property of the estate is taxable directly to the executor.

Buyers in New York

FEBRUARY 19TH, 1925

Miss M. L. Hugg, gift shop items, William Heneger Co., Buffalo, N. Y., 17 East 39th street, (Associated D. G. Corp.) 3rd floor.
F. V. Zug, china, hardware, toys, Kaufman's, Harrisburg, Pa., 1150 Broadway. (F. Lillenthal & Co.)
D. Gradwohl, toys, Raphael Weill & Co., San Francisco, Calif., 276 Fifth avenue. (Latham)
C. H. Trueman, toys, housefurnishings, china, Lion D. G. Co., Toledo, O., 23 East 26th street. (W. T. Knott.)

FEBRUARY 20TH, 1925

H. F. Spurgeon, toys, B. E. Moser, housefurnishings, Spurgeon Mercantile Co., Chicago, Ill., Pennsylvania.
I. E. Andrus, toys, Olds, Wortman & King, Portland, Ore., 432 Fourth avenue.

FEBRUARY 21ST, 1925

Samuel Felerman, dolls, Billstein-Felerman Co., Cleveland, O., Pennsylvania.

L. F. Byerly, housefurnishings, crockery glassware, toys, J. D. O'Neil Co., McKeesport, Pa., McAlpin.

FEBRUARY 24TH, 1925

M. D. Bram, housefurnishings, silverware, toys, Bernheimer-Leader Stores, Baltimore, Md., 1261 Broadway (S. Solomon).
M. Kaufman, china, glassware, Leiter Building Store, Chicago, Ill., 115 West 30th St., B. F. Lewis, Pennsylvania.
B. M. Schuster, toys, china, housefurnishings, silverware, Elliott-Taylor, Inc., Detroit, Mich., 131 West 35th St. (Hart, Flanagan & Co.), Pennsylvania.
N. M. Harrison, toys, Beal-Borrows D. G. Co., Little Rock, Ark., 305 Broadway (R. A. Keller).
B. Bacon, housefurnishings, toys, F. E. Bacon Co., Rome, N. Y., 105 Madison Ave. (Mdse. Reporting Co.).
J. H. Rayhill, toys, china, glass, housewares, The John Gressmer Co., Springfield, Ill., McAlpin.
A. J. Moser, housefurnishings, china, silverware, lamps, I. S. Sulzbacher Co., Steubenville, O., 1150 Broadway (F. Lillenthal & Co.).

FEBRUARY 25TH, 1925

A. Diack, housefurnishings, china, silverware, toys, W. M. Whitney & Co., Albany, N. Y., 1164 Broadway (Fellows Buying Corp.).
A. W. Marth, housefurnishings, hardware, toys, silverware, glass, lamps, Chicago Store, Inc., Kankakee, Ill., 370 Seventh Ave., Pennsylvania.
J. Fagan, housefurnishings, Shartenberg & Robinson Co., Pawtucket, R. I., 315 Fourth Ave. (D. G. Alliance).

World Products Used in Electric Lamp

Ships must sail the Seven Seas, and far-off ports from Greenland to Australia must gather cargoes for these ships, because the United States uses nearly a million electric lamps a day. The simple looking filament, bulb and base of a modern electric lamp contain materials that must be bought from almost every land under the sun.

Tungsten, the metal used for the filament of the electric lamp, is mined in China, Australia and Norway. After it is mined and refined the pure tungsten is drawn through dies made of diamonds from South Africa, before it becomes the spider-web fine material that radiates light from within an electric lamp. To counteract the formation of gases inside the glass bulb the filament is dipped in a solution containing phosphorous, from Canada, and kryolite, a mineral from Greenland's icy mountains.

The slender wires that support the filament at top and bottom are made of molybdenum obtained in Australia, China or Spain; and the "lead-in" wires, to which the ends of the filament are joined, are made of nickel from Canada.

The joinings in the base of the lamp are soldered with tin obtained either from Cornwall, England, or from the tin mines of the Malaysian jungles, north of Singapore. From India comes the white mica used as the heat deflector just below the filament.

The copper wires that conduct electricity from the switch to the lamp socket are insulated with a covering made of Canadian asbestos, French ochre and carnauba wax from South America. To make the insulating material used in sheet form either rice paper from Japan or Swedish kraft paper or Scottish burlap paper is used as the basis.

Electrical conductors for high voltages and the electric heating element are insulated with mica from either India or China, which in turn is varnished with Indian shellac, Chinese wood oil, copal gum and kauri resin from New Zealand.

The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER XI—MODERN POTTERY EQUIPMENT

THE States of Ohio and West Virginia where numerous American potteries are located, happen to offer ideal sites for either the tunnel or chamber forms of gas kilns, because of the cheap natural gas that is piped in from the nearby oil and gas fields as fuel. In other sections gas is generally manufactured from coke as a supply, but is more expensive on that account. In a recent factory constructed in Ohio, tunnel kilns were employed, with the capacity of each estimated as the equivalent of almost a score of the beehive ovens. In every aspect the factory building and its equipment were designed to save labor by the latest electrical appliances. Electric dryers were used in which the shelves holding the clay forms revolved by motor power on a continuous cog chain around the circuit of an ellipse, all the while being subjected to the warm dry circuit of air from an electric blower.

Each table at which the mechanic shaped, turned, ground or decorated the ware was furnished with a small electric motor enabling the worker to turn on or off the power at will. Overhead tracks with hanging shelves or other receptacles on easy running pulleys permitted a single employee to push a half ton or more of articles to any part of the works. The walls and even the roof of the factory were of steel and glass. In short the entire plant resembled a busy glove or textile factory and not at all the old fashioned pottery with its heavy brick oven and chimneys black with coal soot and with its grimy employees spending their working hours amid dim lights and dust. It is easy to predict that the varied forms of gas kilns when fully developed will transform Smoky Pot Town into one of the Spotless Towns of the future.

The Biscuit Warehouse: After the burning in the biscuit kiln is completed the pottery is deposited in the warehouse. This is fitted around with strong shelving to

THIS is the eleventh chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

which the contents of the saggars are carried after the oven has sufficiently cooled. Care is exercised in removing the ware from the saggars. The warehouseman and his assistants classify the goods and arrange them on the shelves after cleaning and sorting. The defective ware is placed on one side and the perfect pieces on another. The cleaning of the ware is done with a stiff brush which removes sand or dust and sand paper or the grindstone wheel is used where necessary to smooth off adhering particles.

It is of the utmost importance that the biscuit ware should have come through uniformly fired and neither short fired nor overfired. It should give a sound clear ring when struck and this is one of the best guides to the expert selector. With earthenware, by touching his tongue to a doubtful piece he will usually know if it sticks to his tongue that it has been insufficiently

fired as it shows over absorption. To be right the tongue should hardly adhere at all to the piece. At this time the articles with covers have the fit of the covers tested. A careful inventory is properly kept at all times of the contents of the biscuit warehouse. Good management here sees to it that sufficient items in any dinner sets or other lines are collected and sent forward for their various other processes at the same time or at such regular intervals that when all steps are complete the entire order of goods can be at once packed and shipped.

Now that the ware is in the biscuit stage it has been both chemically and physically transformed. It is white, hard, sonorous when struck, acid resisting to the extent of being insoluble by most acids, slightly absorptive of water if semi porcelain, substantially in the form which it is to have when in use, smooth to the touch, but without gloss on its surface and usually up to this point without any decoration.



Hand-to-Mouth Buying Continues

That the gradual spread of the practice of "hand-to-mouth" buying portends a possibility of new methods of buying and selling is pointed out by the Department of Manufacture of the Chamber of Commerce of the United States in a statement commenting upon the experience disclosed by a representative manufacturer of varied lines of industry.

To ascertain the manufacturer's attitude an inquiry was addressed to a limited number selected from lines which distributed their product largely through the medium of jobber and retailer. Many of those found that the practice of "hand-to-mouth" buying is growing. Some regard it in a serious light as leading to possible shortages and increasing distribution costs. Others look upon it as a permanent practice.

It will be noted, the Chamber's department says, that some lines have been little affected but in others this tendency toward small but frequent orders seems to suggest a possible evolution in buying and selling methods.

"We do consider," writes one manufacturer, "that hand-to-mouth buying is throwing a very heavy burden on the manufacturer and increasing tremendously the cost of distribution."

Much the same conclusion is reached by another manufacturer, who replied to the inquiry:

"Hand-to-mouth buying is a reversal of economical production, transportation distribution and increases the costs to the ultimate consumer. Mass production, while insuring lower costs, stabilizes in some degree demand, reduces the number of style changes and adds an element of control to the consumer's desires that otherwise riot in changeable style demands at the expense of consumer's money and profit to the distributor and manufacturer."

Another says: "There is a greatly increased overhead, due to additional expense for extra bank loans, additional rental, additional help, etc. Where the manufacturer cannot keep large stocks on hand he must, necessarily, produce merchandise in small quantities as requested by the retailer. Producing merchandise in small quantities is a very expensive proposition, as instead of cutting 100 dozen or other large quantities at a time, he must cut in dribs and drabs. The cost of this is enormous and, naturally, it will have to be paid by the ultimate consumer."

A furniture manufacturer reports an increase in hand-to-mouth buying, but does not regard it as a permanent practice.

"The immediate effect of the practice at any time," says a manufacturer of plumbing supplies, "is costly to both manufacturer and distributor, and, later, no less costly to the consumer. This practice may become the regular habit until such time as the consuming public has accumulated its fill of the dire consequences thereof."

Legislation Against Outdoor Advertising

Legislation preventing the use of highway billboard advertising was urged by R. A. Stranahan, president of

the Champion Spark Plug Company, of Toledo, Ohio, in a statement issued recently. He registered his approval of the movement supported by large industrial and mercantile concerns, chambers of commerce and various trade associations to eliminate outdoor advertising.

"I am thoroughly convinced," said Mr. Stranahan, "that outdoor display advertising has vastly overstepped the bounds of good business judgment, and I would gladly welcome local legislation which would absolutely prevent the use of road bulletins, display advertising, etc., where they would interfere with scenery, civic beauty or residential values. Such advertising, to my way of thinking, goes a long way toward destroying the natural beauties of these districts."

The Washburn-Crosby Company, flour dealers of Minneapolis, Minn., said that "while we used wall signs as an advertising medium for a considerable period, at the present time this particular form of publicity is but little used by us," adding that newspaper and magazine advertising appears to bring the desired results. In a statement this company declared that it is in "sympathy with the idea" to abandon outdoor advertising.

Action toward the elimination of this medium of advertising has already been taken by some of the leading advertisers, some of whom have removed some 1,200 highway advertising signs located along the Pacific Coast, and reduced the number of bulletin board signs from 2,000 three or four years ago to twenty-four such signs now.

The National Association of Real Estate Boards has indorsed this movement, creating a number of committees who are instructed to co-operate with various trade and civic bodies in an effort to abandon outdoor advertising.

Selling Electric Lighting Fixtures in South Africa

According to William E. Vaughan, Jr., secretary to trade commissioner, Johannesburg, the market in South Africa for electric-lighting fixtures is relatively good. All of the principal cities and many of the smaller towns are electrically lighted throughout.

The tendency for household use is toward direct and semi-direct lighting. Although most residences, hotels, etc., have direct lighting systems installed at present, semi-indirect lighting is becoming popular and is gradually replacing the former, especially in private residence.

There is a good sale there for table lamps of all descriptions and extension lamps for clamping to bedsteads, etc. Bridge lamps are also being sold in small quantities.

No local firms manufacture electric-lighting fixtures at present, such equipment coming into the country chiefly from the United States and the United Kingdom, the latter being the principal source of supply—due chiefly to price. This class of equipment also comes in from Germany in cheap grades at quite low prices.

The design and quality of fixtures from the United States and the United Kingdom are about the same, and delivery and packing are also practically the same in each country.

Monthly Summary of Imports and Exports

The foreign trade of the United States for the month of December shows a moderate increase in both imports and exports of pottery over that of the preceding month. Figures compiled by the Department of Commerce for the month of December, corrected to January 23, 1925, are as follows:

Imports		
December		
	1923	1924
China and porcelain		
Table, toilet and kitchenware		
Plain white or brown	\$74,605	\$42,302
Decorated	616,850	484,467
Imported from		
Czechoslovakia	\$53,160	\$55,982
France	76,973	65,078
Germany	302,414	230,612
United Kingdom	6,030	4,063
Japan	154,193	115,368
Other countries	24,080	13,364
Bisque, parian and other ware	152,965	19,421
Other china and porcelain ware		73,836
Earthen, crockery and stoneware		
Table, toilet and kitchenware		
Plain	61,340	37,871
Decorated	399,948	315,038
Imported from		
Germany	30,039	29,043
United Kingdom	313,542	227,979
Japan	22,651	15,156
Other countries	33,716	42,910
Other earthen, crockery, etc., ware..	99,843	53,628
Common and Rockingham earthenware..	32,050	29,617
Total	\$1,437,601	\$1,056,230

Twelve Months Ending December

China and porcelain		
Table, toilet and kitchenware		
Plain, white and brown	753,583	754,885
Decorated	7,334,874	8,854,325
Imported from		
Czechoslovakia	553,958	868,080
France	685,120	892,076
Germany	2,862,732	3,853,126
United Kingdom	52,288	58,805
Japan	2,940,075	2,894,091
Other countries	240,701	288,147
Bisque, parian and other ware	1,940,142	273,261
Other china and porcelain ware		1,066,828
Earthen, crockery and stoneware		
Table, toilet and kitchenware		
Plain	694,523	649,606
Decorated	3,948,290	4,308,607
Imported from		
Germany	\$295,618	\$405,661
United Kingdom	2,976,928	3,020,423
Japan	322,905	293,479
Other countries	352,839	589,044
Other earthen, crockery, etc., ware....	1,642,792	1,039,857
Common and Rockingham earthenwares.	259,794	322,757
Total	\$16,573,998	\$17,270,126

December

Glass		
Table and kitchen utensils	\$10,472	\$5,589
Glassware, cut or decorated	135,950	177,125
Blown glassware, n. e. s.		
Bottles, ornaments, etc.		102,587
Chimneys, globes and shades		110,702
Other glassware	155,266	83,266
Total	\$301,688	\$479,269

Twelve Months Ending December

Glass		
Table and kitchen utensils	\$168,866	\$200,883
Glassware, cut or decorated	1,475,310	1,937,547
Blown glassware, n. e. s.		
Bottles, ornaments, etc.		1,874,397
Chimneys, globes and shades		932,683
Other glassware	2,262,790	932,635
Total	\$3,906,966	\$5,878,145

Exports

December

China and porcelain ware		
Table, toilet or kitchenware	\$23,870	\$13,650
Other china and porcelain	9,192	7,295
Earthen and stoneware		
Table, toilet or kitchenware	4,181	4,336
Other earthen, stone and crockery ware.	53,614	56,617
Total	\$90,857	\$71,898

Twelve Months Ending December

China and porcelain ware		
Table, toilet or kitchenware	\$188,283	\$156,621
Other china and porcelain	145,863	102,477
Earthen and stoneware		
Table, toilet and kitchenware	75,989	61,811
Other earthen, stone and crockery ware.	856,790	691,841
Total	\$1,266,925	\$1,012,750

December

Glass		
Table glassware, plain	\$175,569	\$124,637
Table and other glassware cut or engraved	19,038	14,378
Glassware for lighting		
Lamps and other illuminating devices, chiefly of glass	32,695	23,781
Other glassware, n. e. s.	161,024	100,912
Total	\$388,326	\$263,708

Twelve Months Ending December

Glass		
Table glassware, plain	\$2,278,202	\$1,764,556
Table and other glassware, cut or engraved	215,345	169,597
Glassware for lighting		
Globes and shades	468,114	400,791
Lamps and other illuminating devices, chiefly of glass	395,058	304,764
Other glassware, n. e. s.	1,874,174	1,491,472
Total	\$5,230,893	\$4,131,180

December Exports of Earthen and Stoneware

Department of Commerce, Bureau of Foreign and Domestic Commerce, reports that domestic exports of earthen and stoneware, from the United States, by countries for December are as follows:

Countries	Table, Toilet or Kitchen Ware		Other Earthen, Stone and Crockery Ware	
	Pounds	Dollars	Pounds	Dollars
Czechoslovakia	—	—	50	25
Malta, Gozo & Cyprus Is....	190	72	—	—
England	—	—	315	132
Scotland	—	—	7,005	2,500
Canada	4,259	300	795,724	17,619
Costa Rica	20	11	—	—
Guatemala	1,856	470	101	21
Honduras	3,657	717	5,428	1,279
Nicaragua	575	120	155	37
Panama	445	53	124	18
Mexico	2,707	1,000	628,707	10,808
Newfoundland & Labrador..	440	36	—	—
Bermuda	164	26	2,043	383
Jamaica	—	—	300	63
Other Brit. W. Ind.	295	64	32,143	1,271
Cuba	715	241	930,183	17,509
Dominican Republic	—	—	4,138	546
Dutch West Indies	—	—	39	5
Haiti	—	—	155	45
Virgin Isl. of U. S.	—	—	263	32
Argentina	1,672	789	1,234	397
Brazil	550	344	1,200	328
Chile	—	—	4,302	301
Colombia	469	132	1,710	930
Ecuador	30	7	—	—
British Guiana	—	—	150	30
China	—	—	227	117
Hongkong	—	—	65	25
Japan	—	—	2,114	765
Philippine Islands	90	29	8,987	655
Siam	75	22	—	—

A distinguished collection of new cuttings from Leerdam



is now on display among the recent arrivals from this works.

Whether sparkling rock crystal or massive cutting in ruddy amber the quality and appeal are outstanding.

GRAMAM & ZENGER Inc
104 Fifth Avenue, New York City

British Oceania	—	—	1,600	26
New Zealand	—	—	12,753	750
British South Africa	75	25	—	—
Portuguese East Africa	52	28	—	—
Total	18,336	4,486	2,441,215	56,617

Elimination of Waste Campaign

An appeal to the manufacturers of the country included in its membership to support the campaign for the elimination of waste in industry by means of simplification and standardization of products was issued recently by the Department of Manufacture of the Chamber of Commerce of the United States.

In a bulletin on the subject the department says that, as a result of its four years' effort in this movement, it has come in contact with 400 distinct manufacturing lines. Not all of these have undertaken a cooperative study of the problem of eliminating unnecessary varieties in their products but many are taking an active interest in the question.

"Notwithstanding the very evident gains and economies which are certain to accrue from a reasonable application of simplified practice," says the Department of Manufacture, "it is surprising that numerous lines have as yet taken no very definite steps in this direction. The Department of Commerce, the American Engineering Standards Committee and the National Chamber have been and are working to the best of their ability to arouse


those lines to the point of determining upon some action."

The Department cites a long list of simplification projects successfully carried out. As a typical example of the results achieved it gives the testimony of one line which reports that on one raw material item alone it has scaled down the average inventory from \$100,000 to \$20,000 without decreasing production and has increased production in certain departments from 10 to 25 per cent. Manufacturers interested should see this bulletin—the department will also supply on request details concerning any line which has been simplified.


Sale of Lamps Excellent

Practically all the lamps in a carload sent to Gilchrist's, Boston, Mass., from Pittsburgh, were sold on Monday and Tuesday before Christmas. The two days' sales aggregated \$5,200 worth of lamps. The lamps were offered complete at the following prices, \$9.98, \$15.50, \$19.50 and \$24.50. By this successful sale Mr. Durgin, buyer for this department, boosted his holiday figures over those of last year.

Keeping the United States "lit up" last year required 243,000,000 electric lamps. Of this number less than two million were of the carbon filament type of electric lamp.



CAUGHT IN THE NEWS NET



A VERY welcome visitor to New York this week was Norman C. Walker, well known as salesman for Meakin & Ridgway, New York for so many years. John Davison of John Davison, Inc., brought Mr. Walker by motor from his home in West Orange, N. J., to the Hotel McAlpin, where he had a room for two days adjoining that of Howard Watts, head of George Watts & Son, Milwaukee. Mr. Watts was active in arranging for the care and comfort of Mr. Walker at the time of his first accident when he broke his leg in Milwaukee two years ago. Mr. Walker who was accompanied by Mrs. Walker greatly enjoyed visiting his friend and receiving many other old time friends who were glad to shake his hand. Mr. Watts who has been in New York for a week will remain several days longer.

Miss Minna Hube who for many years was associated with Wm. Guerin & Co., and their successors, Guerin-Pouyat-Elite, Ltd., New York and entered the retail field in October, becoming associated with Frederick J. Cuthbertson, in his New Haven, Conn., shop, Wylies-on-the-Green, returns to New York Monday. She will be associated with Fred C. Reimer Co., Inc., who recently moved to 49 West 23rd St. Miss Hube's many friends will be glad to welcome her back to Gotham.

Ernest Merrill, china, glassware and housefurnishing buyer for the New England Furniture & Carpet Co., Minneapolis, who was in the market for two weeks placing orders for his departments, left for home on Wednesday. Mr. Merrill expressed a most optimistic outlook for business for the coming year.

John J. Hines, Jr., son of the well known china and glassware wholesaler John J. Hines, and well known in the trade on his own account through his several years' association with his father's business, is to be married on Tuesday, March 17th to Miss Helen Goodman of Brooklyn, N. Y. The wedding will be attended only by the families of the bride and groom.

The many friends in the trade of Earl J. Runge who formerly called on the local trade for the Pottery, Brass & Glass Salesman and later acted as salesman for two or three gift shop lines will learn with a great

deal of pleasure that he graduated on February 21st, with the highest possible honors, rating 100% in all his studies, from the Palmer Chiropractic College, at Davenport, Iowa.

Frank Page, formerly salesman for the Columbian Enameling Co., is the newest addition to the Cox & Co. sales staff. He leaves next Monday on his initial trip for the concern covering the state of Pennsylvania. G. R. Supancic also a member of the company's selling force for several years, left on Wednesday in his car for Baltimore and other points in Maryland and Washington, after which he will make territory in Virginia and North Carolina.

E. Dolfinger, with J. Dolfinger & Co., Louisville, Ky., left New York Tuesday evening for Cleveland, where he will visit his daughter before returning to Louisville. Mr. Dolfinger expects to visit New York again the latter part of March, to make additional purchases. In the meantime the store of J. Dolfinger & Co. is undergoing considerable alterations and renovation.

News was received in New York, Wednesday of this week, by William G. Mueller of the death of Fred C. Foster, purchasing agent for the Jewel Tea Co., Chicago, and well known in the trade. It was learned that Mr. Foster was operated on Monday for gall stones and that operation was apparently successful. A sudden turn for the worst resulted in his death at two o'clock Tuesday.

Charles Levy, with Maddock & Miller, Inc., New York, is packing his trunks preparatory to starting out on his regular trip through the South, about March 1st.

J. C. Jonas, with Fred C. Reimer Co., Inc., left New York, Saturday, on his regular three months' trip through the Middle West. He is in Philadelphia this week.

F. Desmaison, in charge of the New York office of L. Bernardaud & Co., leaves Monday on an extended tour of the Middle West. He expects to return about the middle of June.

Miss Berney of the Florentine Shop, Fort Worth, Texas, spent several days this week in New York on a buying trip.

Many Attend Funeral Services For H. Benedikt

The high esteem in which the late Henry Benedikt was held in the trade was evidenced in the number of friends in the business who attended his funeral last Wednesday as well as the many floral pieces sent by others who were unable to attend. Among those at the services at the chapel at the Linden Hill Cemetery, Brooklyn, were: W. S. George and W. Cambell George, of the W. S. George Pottery Co., East Palestine, O., and Willard George, of the Canonsburg Pottery Co., Canonsburg, Pa.; also Park E. Quinn, Boston representative and E. Crawford, New York State representative for the Canonsburg Pottery Co., respectively. Also F. G. Holden, with John Wanamaker, New York; M. Nathan, with L. M. Blumstein, New York; Bertha Newman with A. I. Namm, Brooklyn; Anna Nash, with H. Batterman, Inc., Brooklyn; Mr. and Mrs. Max Bloom, of the M. & M. Bloom Stores, and M. Bild, with L. D. Bloch & Co., New York; also Dan De Silva, of the De Silva 5 and 10 Cent Syndicate; Chas. Schlesinger, I. Silverberg, Wm. Upham, Geo. Anthony, Harold Phillips, Wm. Albert, David Littlejohn and David Pasmantier. From L. Bamberger & Co., Newark, N. J., were Mrs. Kautzman, glassware buyer; Wm. B. Schweitzer, lamp buyer; H. Messler, china buyer, and Mr. Rickett, house-furnishing department; from Mr. Benedikt's office, his office manager, Miss Grace Webster and her assistant Miss Rose Kleinman.

Buys Fair Store, Chicago

Plans have been completed for the sale, at a cash consideration, of the total interest held in the Fair Department Store, State and Adams streets, Chicago, by the heirs of E. J. Lehmann, according to an announcement by E. J. and Otto W. Lehmann. The purchaser, it is announced, is a syndicate, headed by S. S. Kresge, chain store magnate, of New York, and including Hornblower & Weeks and Merrill Lynch, investment bankers.

The total assets figuring in the transaction were not announced. The Lehmann family, it is understood, held 250,000 shares of the common stock of the store, believed to be valued at close to \$3,000,000.

It is understood that the store will be turned over to its new owners within a month.

"The reason for the sale is that we find ourselves unable to give the business the attention it deserves," said E. J. Lehmann, who for some years has been president of the store.

"Our realty interests, in particular, have been greatly augmented within recent years."

The Fair was founded in 1875 by the late E. J. Lehmann.

Mr. Kresge, who during the last week, personally attended a series of conferences leading up to the sale contract, made no announcement as to future policies for the store except to say that D. F. Kelly will continue as general manager. Hornblower & Weeks were represented in the transaction by Paul B. Skinner.

The new owners of the Fair common stock, of whom S. S. Kresge is the largest holder, it was learned today, will increase the issue from the present authorized 250,000 shares, all of which are outstanding, to 400,000 shares. Only a part of the 150,000 shares of additional stock will be issued at this time, the balance remaining in the treasury. A public offering of a portion of the common stock will be made probably next month, but it is likely that a substantial part of it will be transferred to the Kresge Department Stores, Inc., of which Mr. Kresge is president.

Lippincott Glass Co. In Hands of Receivers

It is announced that the Lippincott Glass Co., Alexandria, Ind., have gone into the hands of receivers. In a statement made by the receivers, H. M. Adams and S. G. Illips, it was said that the concern had been in bad condition financially for some time and is now unable to meet current obligations.

"We have not gone far enough into the affairs of the company to give an intelligent opinion as to how much can be realized for creditors, but we hope by an economical administration of affairs to be able to pay a very substantial amount of its indebtedness," says the statement. "As we understand, no creditors have or claim preferences except laborers for wages and about \$1,500 for material purchased upon retention of title contract by the seller."

It is planned to discontinue the chimney business and to concentrate in the blown tableware field where the concern has had a marked success. Orders and shipments have been excellent lately, it is stated, and there are strong indications that the receivership will be discontinued in the near future.

Westmoreland Specialty Co. Changes Name

The well-known glass manufacturing concern, the Westmoreland Specialty Co., Grapeville, Pa., manufacturers of one of the best known lines of decorated glassware on the market as well as plain, cut and specialty lines, announce that the corporate name of the company has been changed to the Westmoreland Glass Co.

To anyone not familiar with the production of the plant the former name did not convey the correct impression, that the concern were glassware manufacturers, hence the decision of the officers of the company to make the change as mentioned.

The company is headed by Charles H. West, president; J. J. Brainard, treasurer, and S. Brainard West, secretary.

New Directors Named

Harry E. Collin, E. J. Marshall and Richard D. Logan were added to the board of directors of the Libbey Glass Manufacturing Co., Toledo, O., at the annual meeting of this company, which was held recently. Directors, re-elected were: Joseph W. Robinson, J. D. Robinson, Howard Fry, W. F. Donovan, E. J. Barry and John H. Wright. All the officers were re-elected.

T. G. HAWKES & CO.

CORNING, N. Y.

Announce the opening of a permanent

New York Showroom

at

542 Fifth Avenue

Corner 45th Street

Phone: Murray Hill 10379

H. N. Johnson in charge

Cut and Engraved Glass—Sterling-Silver-Mounted and Gold-Decorated Glassware—Colored Glassware

Warns Against Misleading Store in Margin

The National Vigilance Committee of the Associated Advertising Clubs has issued a bulletin suggesting that all firms, in stating the mark-up available to the retailer, either figure the mark-up on the basis of the selling price of the merchandise, or clearly state that the mark-up advertised is figured upon the price paid by the retailer. This was done in the interest of clarity and to protect some retailers from possible loss in merchandise through misconception of margin available.

The committee, with forty-two Better Business Bureaus in as many important cities and Vigilance Committees in many of the 320 local advertising clubs, is working for the elimination of deception from advertising.

"Some time ago," says the bulletin, "the National Vigilance Committee called attention to the loose use of the terms 'margin' and 'profit' by some advertisers, and the confusion which had resulted therefrom. Of late the distinction between these two terms has been more generally maintained, but entire clarity has not been achieved, due to the failure of some advertisers to state the basis upon which the advertised margin or mark-up is computed.

"Through organizations of merchants and other trade associations, an effort has been made to show the retail dealer the necessity for knowing his cost of doing business, to know what his costs include and how costs can be ascertained. Retail accounting systems are based upon the

idea that the retailer should figure his costs on the basis of the price he obtains for his merchandise. He cannot make intelligent comparisons unless he computes his mark-up or margin on the same terms.

"It would be in the interest of clearer comprehension if those who advertise to the retailer would state advertised mark-up on a basis of selling price," the bulletin continues, "or state affirmatively that the mark-up described is based upon the cost of the merchandise and not the selling price, if that is the way they have figured it. For example:

"A merchant pays seventy-five cents for an article and sells it for \$1. Some wholesaler advertises that he has a prospective mark-up of 25 per cent. Others tell him that the mark-up is $33\frac{1}{3}$ per cent.

"Of the two statements, the first quoted is more informative as a guide to the retailers. The latter statement would oftentimes be confusing unless accompanied by an explanation.

"In the interest of the merchant who endeavors to determine what his costs of doing business are, to promote clarity and to avoid provoking even the semblance of criticism:

"It is recommended that all advertisers, in making statements as to the margin or mark-up on an article of merchandise, either base percentage figures on the selling price, or state that the percentage is based upon cost, when that is the case; and it is further and especially recommended that traveling salesmen be instructed in this respect.

"If this is not done and the retailer dealt with is not sufficiently well informed to discriminate, he may be led into a loss, which no wholesaler or manufacturer desires. If he does discriminate, he probably will feel that the people from whom he is buying either do not appreciate how he should figure his mark-up or that they are trying to mislead him."

Dollar's Buying Power is 61.7 Pre-War Cents

Prof. Irving Fisher announced this week that last week's prices averaged 162 3-10 per cent of the pre-war level. The purchasing power of the dollar was 61 7-10 pre-war cents. Crump's index number was 1616-10.

Index numbers of the last five weeks follow:

	Fisher	Crump
February 14	161.3	162.7
February 7	163.7	163.9
January 31	164.4	163.1
January 24	162.1	163.8
January 17	161.6	164.4

Monday, February 23, was dealers' day at the annual New England Hardware Exhibition in Mechanics Building, and the following two days were public days. The exhibition was under the direction of the New England Hardware Dealers' Association and was opened from 1 P. M. to 10 P. M. It attracted kitchen furnishings buyers from all over New England, as well as from other states.



WHAT THE POTTERIES ARE DOING



RECEIPT of new business with the majority of the potters in the East Liverpool district continues good, while with others the condition of business is declared to be spotty. Mail orders in a general way have been equal to the volume of business received during the corresponding term last year, and those salesmen now on the road have also been forwarding some very good orders. The volume of production in many plants continues active, while in others clay shops are not working full time. This delay in production is assigned to various plant causes. It is declared by those in charge of sales departments that with the opening of the spring season, orders will show an increase, and that with the close of the winter season, the demand for dinnerware will be stronger than ever. Mail order houses have been interested in prompt shipments of specifications placed in January. Movement of carlot business is reasonably good. Orders from the west and south are better than for some months.

W. E. Wells, of the Homer Laughlin China Co., has returned to his desk after spending several days in Wheeling, W. Va., attending the annual meeting of the West Virginia Manufacturer's Association. Mr. Wells was toastmaster at the annual banquet of this gathering, and he took this opportunity to laud Federal Judge W. E. Baker, who was recently exonerated of charges filed against him.

Will A. Rhodes, for many years a well known pottery salesman traveling out of this city, and more recently associated with the Chelsea China Co., New Cumberland, W. Va., and also with the Albert Pick Co., Chicago, Ill., has been elected president of the Jackson China Co., Falls Creek, Pa. Mr. Rhodes is well acquainted with the hotel china business, and since assuming the management of the plant in December, has kept the property in active production.

I. E. Mincks, of the Albright China Co., Carrollton, O., visited the East Liverpool district this week. "We're keeping our plant at Carrollton and Scio, O., in steady operation, but it is taking steady work on the outside," he commented. "However, there is more freedom of orders than for some months, and it is my opinion that we'll be operating steadily throughout the year. We've added some improvements during the last few months, and this has tended to increase production." Mr. Mincks left here for Niles, O., and from there returned to his office at Carrollton.

The complete sales organization of W. F. Daugherty & Sons, Inc., Philadelphia, Pa., were recent guests at the plant of the Shenango China Co., New Castle, Pa. The visit was for the purpose of the salesmen of this organization to become better acquainted with the line of the Shenango Co. and to observe how hotel china was manufactured. In the party was included Charles, John and Edward Daugherty and Messrs Bang, Morgan, Newman, Hines, Abraham, Godelp, Murphy and the eastern representative of the Shenango, D. K. Jacob.

Pottery manufacturers in this entire district have been vitally interested in the proposal of the carriers to advance the tariff on domestic pottery shipments, hearings having been held a few days ago before the I. C. C. at Washington, D. C. The territory east of the Mississippi and north of the Ohio River has been blocked off as the territory wherein the rate increase will prevail. The proposal of the carriers is being opposed most strenuously by the Transportation Committee of the United States Potters' Association. The decision of the Commission has not been handed down.

The new "Coronado" shape of the Knowles, Taylor & Knowles Co., has proved to be one of the most popular shapes placed on the American market in years, according to John B. McDonald, sales manager for this organization. "We did not miss a buyer, either in Pittsburgh in January or any who have visited our sample room during January and February," Mr. McDonald said. This shape is being displayed in a special room at the general offices of the company, and has been purchased in liberal volume in open stock by all buyers.

The recent additions and improvements at the plant of the Pope-Gosser China Co., Coshocton, O., has materially increased the capacity of that generalware pottery. The production of the decorating department has been augmented as well as the clay department.

Information has been received to the effect that the Hoods Pottery Clay Products Co., Chattanooga, Tenn., at a recent meeting of its stockholders passed a resolution to surrender its charter and the business under that name has been discontinued.

Another producer of southern clays has entered the raw material field by the formation of a new company at Savannah, Ga., which is headed by R. T. Stull, the well known ceramic engineer and J. M. Mallory, Savan-

(Continued on page 30)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



GENERAL demand for flint glassware for the first two months of 1925 exceeds the volume booked during the same period of 1924, according to those in charge of factory sales departments. Not only are the utility lines in very active request, but the specialty and novelty lines are also in very good movement. While it is true that considerable business was booked on the latter offerings during January, orders for these special items since the close of the Pittsburgh show, and since salesmen have started over their territories is all that factory heads could expect. In fact, some lines have sold beyond expectations so far as volume business is concerned. Seasonable lines are in good movement. The jobbing interests have purchasers of these lines and this indicates that their salesmen are doing an active business. The large mail order houses are also distributing a rather heavy volume of glassware, and this is reflected in the increased demand being made upon the manufacturers. The bottle factories are also in rather heavy production, and those manufacturers featuring packers goods are also operating on good schedules.

The Coshocton (O.) Glass Co., which has been idle during the last two months has again resumed operations, and an active production is being maintained. According to Secretary J. C. Landkrohn, the outlook for a steady run at this factory is good. This concern is making a feature of utility glassware as well as a line of tumblers.

The new electric Lehr recently installed at the plant of the D. C. Jenkins Glass Co., Kokomo, Ind., has been placed in operation and the factory which has been idle for some time has also been placed in full operation. The tank in this factory, which sprung a leak in January, has also been repaired and is again in use.

At a meeting of the stockholders of the Indiana Glass Co., Dunkirk, Ind., the former board of directors was re-elected and the latter organized by electing the following officers: president, Frank W. Merry; vice-president, Charles W. Smally; secretary-treasurer, Charles L. Gaunt. The board of directors includes the officers, Rathbun Fuller, of Toledo, O.; and Henry J. Batsch, of Dunkirk. This factory is operating on a normal basis, and officers are of the opinion that the present activity in demand will continue throughout the current year.

Demand for the new lines of the Pittsburgh Lamp, Brass & Glass Co., which were displayed for the first time in January has been exceptionally heavy. Salesmen have been very active in forwarding new business, while mail orders have been up to normal. "It looks to us as if

we'll be as busy as can be this year," declared Robert G. West, in charge of the Pittsburgh sample rooms in the Chamber of Commerce Building. "Every item we brought out in January has been selling well, while many of the older numbers have also been in very popular request. Judging from the condition of business with us the general situation throughout the country seems to be improving right along."

The new hand painted line of novelty glassware of the Central Glass Works, Wheeling, W. Va., is proving to be one of the most attractive ever featured by this company. This line was presented for the first time in January, and since then orders for the line have been just as active as they were during the January buying season. Active progress is being made upon the reconstruction of the plant of the Central Glass Co.'s plant, Evansville, Ind. Several months ago the factory was badly damaged by fire.

After spending several weeks in the United States visiting flint glass factories, Walter Forster, of the management of the Forster Glass Co., Ltd., Lancashire, Eng., has returned to his factory. The purpose of the visit of Mr. Forster was to study improvements in glass manufacturing methods in this country.

The new plant of the Bonita Art Glass Co., Wheeling, W. Va., which is to be operated at Huntington, W. Va., will be on a site the concern acquired from the Jasper Machinery Co., Columbus, O. Within a very short time the Bonita Company will be on a production basis when it is believed a number of new creations in decorated glassware will be offered the trade.

Lighting glassware is now being featured in the line of the McLaughlin Glass Co., Los Angeles, Calif.

The management of the Jefferson Glass Co., Follansbee, W. Va., has completed a number of factory improvements that have not only tended to give the plant an increased output, but also greater efficiency. The Jefferson line of portables and other lighting effects, as shown this year is considered the most elaborate line ever designed by this company. During the January show here and since orders for this entire line have been decidedly active.

In order to increase the capacity of its decorating department, the Dunbar (W. Va.) Flint Glass Co., has placed its order for a new decorating Lehr. This will be installed within the next two months, according to contractors.

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Bridge Sets and Other Fancy China in New Decorations

BRIDGE sets are growing in popularity for afternoon and evening social events, and general usefulness and they come in every sort of decoration and in many styles. Among the newest designs are those imported by B. Tomby & Co., 20 W. 23rd St., New York which are sold by the dozen or in a set of twenty-one pieces including teapot, sugar and creamer and eight plates and cups. These are the well known Reinhold-Schlegelmilch ware and it is to be especially noted in this connection, the new designs are vastly different from those put out heretofore by this factory. There are lovely colors in plain lusters and combinations of two lusters with touches of black at edges. Colors are pearl, green, blue, blood red, powdered blue, yellow. Some of these have symmetrical designs on a luster ground. Another quite different type of decoration used on the Schlegelmilch fancy china this year has a solid color ground with bird design in blue and green, yellow and green, and black and green combinations in scenic effect. The gaily colored bird stands outlined against a background consisting half of a grassy field and half of sky. A tree graceful of line in black, blue and yellow with white flowers adds to the charm of this decoration. Another equally attractive design more simple yet rich and colorful shows a bird in blue, yellow and gray perched jauntily upon a brown branch with white blossoms. Powdered colors form the border of some numbers with floral centers and running designs. Delicate colors predominate in this group, pale blues, greens, violet, etc., shaded yellow roses and pink shaded blooms. Some lusters have symmetrical bands white and other conventional designs outlined in black to intensify the contrast. Scenic effects adorn some numbers, skillfully worked out in natural colorings. Tall graceful fir trees and rich shrubbery grow in a green field through which runs a lake or river with delicately shadowed hills in the distance. These are unconventional in character and make a strong appeal. So many and varied are the designs in these importations that to attempt to give an adequate idea of their charm is impossible. The descriptions given can only suggest what the visitor to the show rooms of B. Tomby & Co. will find when he makes a personal inspection.

T. G. Hawkes & Co., At Home In Their New Show Rooms

A fitting setting for the T. G. Hawkes & Co.'s fine glassware is the artistic display room at 542 Fifth Ave., where

the firm is now located. The room is harmoniously decorated to suite the dainty draperies of one-tone écru silk. A large variety of the concern's exclusive glassware is tastefully arranged on mahogany tables and cabinets, allowing each object to stand in basrelief against a background which emphasizes the beauty of the glass. It is scarcely necessary to dwell on the fineness of this company's glass, as it is so well established that it would be reiterating to speak at length of its excellency. However, one is constrained to mention some of the unusually fine cut and copper wheel engraved pieces. A reproduction of the old Waterford cutting, dating from 1786 to 1810 brings back a beautiful design, showing the artisan's skill and clever exactness. Among the numbers in this style are tumblers, bowls, ash trays, vases, and numerous other objects which are compelling specimens of this fine old type of cutting. New dessert plates show a beautiful design, representing an old Spanish galleon. These are exquisitely cut and engraved. Another distinctive decoration on service plates and other items, is a crystal border pattern with hammered center effect. The attractive whiskey bottles displayed with sterling silver tops, under silver padlock and two keys, might even keep out the prohibition officer. The remarkable engraved decoration of these containers is truly significant, showing the thistle pattern, and a golf course with tees, clubhouse, etc. In the colored glassware exhibit, the colors are beautifully clear and finely executed. Blue, green and amber with handsome gold encrusted borders, comprise many serviceable and attractive pieces. Exquisite little cigarette holders, with individual ash tray, boxes, cigarette jars, vases and many other dainty items are enticing gift specialties revealing the Hawke's splendid artistry in fine cutting and engraving. The articles mentioned are only a few of the extensive collections of unusual glassware so well featured in the company's attractive show room.

New Girandoles and Cut Glass

New creations in girandoles to be used on console tables, etc., are put out by Victor Brisbois and shown in New York by C. H. Taylor, 200 Fifth Ave. They come in two light, three light, four light and five light styles with cut prisms in assorted colors, blue, canary, crystal and amethyst. Fancy boudoir lamps in candelabra effect with tear drop decorations are charming and will lend a touch of brilliancy to any room. French and Colonial prisms, pendelogs and silver arms and other metal fittings to match up the bases make the new girandoles gracefully decorative. This concern is also introducing a line of cut glass vases, reproductions of Old English Rock Crystal, cut in "bulls eye in panel" design which is unique and offers an interesting variety.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

IT is reassuring to note that bank debits to individual accounts in January compared with a year ago were 23 per cent higher in Massachusetts, and 14 per cent higher in Rhode Island, with gains in all other New England States except New Hampshire. In New Hampshire, however, the Government employment report for January said no large surplus of labor is apparent, with hosiery mills and machine shops running about 75 per cent of capacity and certain woolen, printing and wire cable industries overtime. Definite improvement was made in Rhode Island, where textile mills increased their working forces in January, silk and braiding mills are on overtime, and shortage of labor is reported. Radio and automobile tire plants are working overtime in Massachusetts and employment has increased in the silk industry.

W. R. Amidon has taken over the representation here of the Dunbar Flint Glass Corp. products, including new iridescent iced tea glasses, table tumblers and candy jars and vases with the handsome "metalite" finish. Mr. Amidon returned last week from his second trip of the season in Connecticut, which he said gave him the "best business I ever had." His Cambridge Glass Co. samples include new amber blown ware, wire and wide optic amber stemware, and the first samples of their block optic console sets and "Rubina" ware.

S. Kapstein & Co., 73-75 Pearl St., who are enjoying a flourishing business, are showing Rogers silverware, both hollow ware and tableware.

C. W. Pingree, with the Fuse Co., Boston, representing the Taiyo Trading Co., has been on his February trip in Connecticut, Rhode Island, and western Massachusetts, and is expected back about March 1.

E. V. Powers, buyer of china, glass and houseware for the Peck Co., Lewiston, Me., stopped in Boston last week on his way from New York.

Walter M. Hatch, Inc., has leased the first floor and rear of the basement at 355 Boylston St.

An exhibition of ship plates and other pottery with maritime or historical patterns was recently held at Louis Joseph's new gallery, 381 Boylston St.

Need of Ceramic Engineers

A shortage of ceramic engineers exists in the United States, Dr. E. W. Tillotson, assistant director of the Mellon Institute of Industrial Research of the University of

Pittsburgh, Pa., declared recently in an address at the observance of the thirtieth anniversary of the founding of collegiate training in ceramics at Ohio State University, Columbus. Dr. Tillotson said in part:

"The requirements of industry for trained men in ceramics are not being supplied. Eleven American schools are doing useful work in ceramics education, but the field is so broad and the opportunities so varied that the need for still more ceramics is growing constantly.

"If it be assumed that about 400 graduates in ceramic engineering are now engaged in the industry, it is believed that an additional 800 ceramic engineers would not satisfy the country's existing needs for ceramic technologists.

"Men trained in ceramic technology are required in the laboratory for plant control, in the factory as operatives, in the business as executives and as technical salesmen, and in developmental work.

"This statement applies not only to those industries in which ceramic products are being manufactured, but also largely to those industries in which ceramic products are used."

China and Porcelain Exports

Domestic exports of china and porcelain ware from the United States by countries for December, according to Department of Commerce, Bureau of Foreign and Domestic Commerce reports are as follows:

Countries	Table, Toilet and Kitchen Ware		Other China and Porcelain Ware	
	Pounds	Dollars	Pounds	Dollars
France	101	398	—	—
Germany	—	—	30	42
England	2,843	4,935	265	557
Canada	6,509	2,526	4,992	3,460
British Honduras	61	35	—	—
Honduras	15	3	—	—
Nicaragua	121	33	45	19
Panama	136	42	265	75
Salvador	170	108	—	—
Mexico	2,347	921	460	382
Newfdld. & Labrador	—	—	59	20
Bermuda	613	357	1,615	995
Jamaica	47	25	191	77
Trinidad & Tobago	—	—	181	48
Other Brit. W. Ind.	235	79	1,113	273
Cuba	5,260	2,108	477	239
Dominican Republic	44	29	105	59
Haiti	107	34	92	19
Virgin Is. of U. S.	529	67	648	138
Bolivia	—	—	224	45
Chile	24	22	570	75
Colombia	655	552	1,090	387
Ecuador	—	—	68	70
Peru	1,055	488	—	—
Uruguay	—	—	26	11
Venezuela	1,180	278	70	47
China	189	183	86	115
Japan	—	—	150	46
Philippine Islands	1,097	427	30	10
Australia	—	—	81	86
Total	23,338	13,650	12,933	7,295

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By BEATRICE MILLER WISNER

PRACTICAL and altogether fine lamps are being shown by Vantine, among which junior floor and bridge lamps have a prominent and attractive setting with prices materially reduced. Junior lamps of hand carved wood, antique and old ivory finish, with shade of pleated georgette, in assorted colors with broad black and gold cut-out trimming, and lined with silk, priced at \$29.25, and others at \$37.50 are exceedingly well made and of superior decoration. Bridge lamps of carved wood, black and antique gold finish with illuminated color in the base, also have beautiful georgette shades silk lined, priced for two styles, respectively \$24.50 and \$19.50, the foregoing are some of the lamps and shades which are notable offerings at the prices scheduled.

Dinnerware and luncheon sets at special sales are James McCreery attractions, noting popular prices. Three Americans, one English and one French ware in open stock are exceedingly popular numbers. A lovely luncheon set, displays a beautiful and delicate green border design with sprays of pink rosebuds, another shows the spring motif of blue corn flowers and roses intertwined with green leaves. This is a delightful summery decoration and refreshing in its natural coloring. English dinner sets feature the cherry bird and flower on an amber and green background. The plates, cups and serving dishes are also rimmed with a line of amber color. Limoges dinner sets from France bring beautiful blue with clusters of autumn fruit. The luncheon sets are priced at \$9.75 and \$10.00, and the dinner sets at \$42.50 and \$29.75.

An artistic window is worthy of comment at Lans, exhibiting some fine specimens of Dresden china figure lamps and other elegant lighting specialties. Beautiful candelabra with candle shades of yellow silk occupy the sides of the window, the central porcelain ornament represents a parrot in all its gay plumage. The exquisite gilt mountings supporting the main candelabrum, give an artistic table lighting novelty. The figure lamps are handsomely mounted, some showing two figures in delicate china dresses with openwork in predominance. In the foreground of the window stands a royal candelabrum with prisms of amber and supporting arms of antique brass in fantastic twisted effect. This ornament makes a striking centerpiece or ornate mantle object for decorative use.

Refrigerators will make a strong appeal during coming seasons and the prices at Gimbel Brothers are marked for the advent sale of these household necessities. Splendid values in oak finished refrigerators, white enamel lined at \$31.90. Others of the same finish are priced at \$35.70. Apartment refrigerators are priced at \$15.90 and \$18.20. There are many styles to choose

from at the popular prices mentioned in the housefurnishing department. In the china shop, beautiful Royal Doulton place plates have a particular favor for those of discriminating taste, and these artistic plates are worthy examples of fine ware. The plates range from \$1.50 to \$15.00 and show many designs in gay summer patterns and others of all-over designs.

The Crystal Shop features a most comprehensive window exhibiting lovely bridge and table lamps at moderate prices. The bridge lamps are marked \$10.75 and the table lamps are equally low priced. These have appropriate shades of silk well trimmed with galoon, fringe and braids of fancy patterns in all the prevailing colors. Other windows display china, and glassware, fine crystal stemware, service plates, console sets and many other attractive pieces in floral decorations and plain colors.

Housewares are holding their own at R. H. Macy & Co., in a large variety of items at special prices. Electrical appliances; pressing irons, at \$3.24; waffle irons, nickel with tray attached, at \$6.84; reversible toasters, at \$6.34; percolators, six cup size, aluminum paneled at \$5.34; cutlery at various prices, including all sorts of useful knives, mops and handy dusters, bathroom fixtures, specially priced bird cage stands at 98 cents, baskets and hampers at from 98 cents up to \$4.34, japanned tinware, woodenware, aluminum and enameled ware, list only a few of the splendid offerings at the "Macy" semi-annual household utilities sale.

Wax candles and artificial flowers make a colorful appeal in the Woolworth chain stores. All the favorite flowers are well displayed in an attractive window showing roses, jonquilles, violets, lilies and a variety of first spring blooms together with the longer stemmed blossoms, which are realistic and beautiful in their natural coloring. The candles are of many colors, including green, purple, yellow, orange, rose, pink, etc. These make a decorative table feature when combined with the Woolworth glass candlesticks, which are of many colors, to match or contrast with the shade of the candles. When the spring days get longer, the candle affords a simple and pleasing light, and is restful in its old-time simplicity.

In the matter of glass and china service plates, Rich & Fisher, are emphasizing many excellent wares in an exceedingly attractive window. Colors in plain efforts and border and floral designs abound. The plain glass show vivid greens, orange, blue, yellow, rose and some with gold encrusted borders. These make up a variety of lovely tones and decorations. About the window are placed ornamental items, candlesticks, vases, jars and fancy pieces which add beauty to the showy window setting.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

MERCHANDISE that should find its best sale during March and April has been moving freely in the Chicago department stores the first three weeks of February. The balmy weather of the past few weeks in Chicago has put the merchandising of Spring goods a few weeks ahead of schedule. The customers find the weather agreeable for shopping and the trade in the State Street stores recently has been good. February sales of furniture have been featured for the past two weeks and with this much dinnerware and glassware has been moved. Many of the buyers for Chicago stores are now in Europe selecting new merchandise for the Summer and Fall trade and the direction of their departments are in the hands of their assistants.

The wholesale and manufacturers representative trade has dropped off somewhat during the past week, following the increases of business received during the Chicago market event. Sales are now normal for this season of the year, and the volume of business done to date is most satisfactory, indicating a good year in the general china and glass lines.

Plans are now under way for a semi-annual exhibit of housefurnishings to be held at the American Exposition Palace, the last two weeks in June and the first two weeks in July. This will be the second housefurnishing show to be held in the American Furniture Mart Building, the first show having been declared a success in January. The dates for the housefurnishing show correspond with those for the mid-summer furniture market. During the last furniture market more than 7,000 buyers visited the building during the month's show. The management of the Housefurnishing Exposition is making every effort to interest the department store buyers in the coming event.

W. T. Darden, for many years prominent in the china business of this country, has opened an office in Chicago for the Hopewell China Corp., Hopewell, Va. Mr. Darden, for the past three years, has been connected with the Albright China Co. as manager of sales, having worked with I. E. Mincks, secretary of the company in the Chicago offices. The new office for the Hopewell China Corp. will be located in room 25, Palmer House, and Mr. Darden will travel in all parts of the country making Chicago his headquarters. The Hopewell line includes dinnerware and tea sets in border and medallion patterns. The plant operates seven kilns and is under the direct management and ownership of Sol Ostrow. Mr. Darden left Chicago early this week to visit the plant and will make a trip through the South before returning to Chicago. Mr. Darden has maintained an office and sample-room on the second floor of the Palmer House for the past thirteen years and is well known to the trade in all parts of the country.

Jack Kennedy, salesman for the Roseville Pottery Co., visited Chicago during the past week.

Henry Von Hagel, manager of the china department for Sears, Roebuck & Co., returned last week from a business trip to New York.

The Albright China Co., have closed their offices in Chicago, for three years past located in the Palmer House. All sales will be handled from the factory in the future.

E. J. Boring, manager of the Chicago office of the Crooksville China Co., returned to Chicago late last week following a trip to Michigan.

City Furniture Co. has decreased its capital stock from \$2,500 to \$1,000.

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

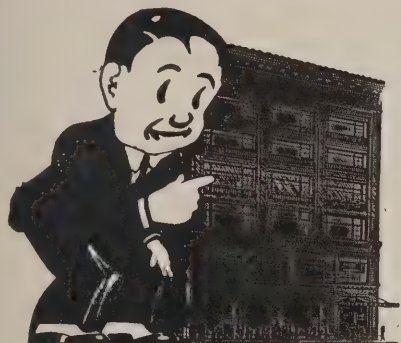
1751 West 74th Street

CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE
BUYERS OF
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

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Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We will have available on January 1, about 4,000 square feet desirable space suitable for china, glass and house-furnishings. Will divide if necessary. Apply to

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring
in many dollars

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TO LET

Why not Move In?

Rent at Pre-War Level

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THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware,
Pressed and Blown
Etchings, Cuttings
and Iridescent.

Harry G. Dalzell
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Representing:

Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
Haven Company

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

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FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

WALTER B. ANDREWS

30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing

MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

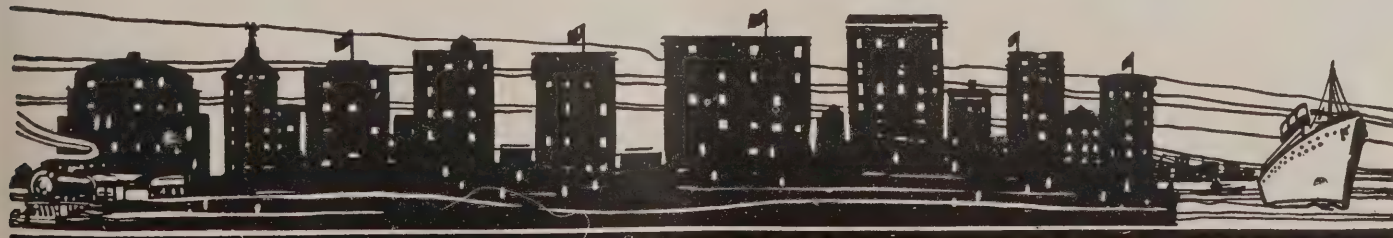
THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative
666 Lake Shore Drive

FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Waba h 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

WANTED AT ONCE. Salesman of experience to sell Pottery to responsible trade, Dinnerware plain and decorated, specialties such as salads, cakes and other lines essential to any well assorted crockery stock. Lines that will sell in every store. Write giving experience, reference and territory you cover. P. O. Box 764 East Liverpool Ohio.

SALESMEN WANTED—Reliable men of experience to sell our pottery along with their other lines on commission basis. We make one of the most desirable Dinner Lines along with an assortment of Household pottery specialties unequalled by any other pottery in the United States. Will pay liberal commissions to the right parties getting good results. Address Box 184, East Liverpool, Ohio.

WANTED a young man (Christian) having some selling experience in high grade decorated glassware. Must be of good address. Reply with references, Box 468, care CROCKERY AND GLASS JOURNAL.

What the Potters Are Doing

(Continued from page 23)

nah. Considerable Georgia clay is used by the general ware industry, and it is declared that this new interest will prove to be a strong factor in the raw material field.

Ft. Scott, Kansas, is to be the location of a new artware pottery, a company now being formed there for that purpose by Frank Akeman, Walter Buell and J. C. Hilyer. The latter was for some years associated with the pottery industry in the Western Pennsylvania district.

The Summit China Co., Akron, O., has resumed operations in full following a brief idle period, during which time a number of repairs were made to the plant. The output of this plant is marketed through the Bowman offices, Cleveland, O.

The Paden City Pottery Co., Paden City, W. Va., is now showing a full line of decorated dinnerware. This is a new feature with this company, the line having been developed by Charles U. Harris, for a number of years associated with the pottery industry in this immediate district. The company is now in a position to handle volume business.

A recent incorporation is the Binghamton Glass Co., Binghamton, N. Y., with a capital of \$150,000. Those interested are A. C. Yetter and F. L. Dennis.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

The Chicago Market

(Continued from page 28)

North Ridge Brush Co., Inc., 89 Galena Ave., Freeport, Ill., was organized last week with a capital of \$260,000, to manufacture and deal in brushes.

Binder & Berman, Inc., makers of lamps and shades, have increased number of directors from 3 to 5 and increased capital stock from \$10,000 to \$50,000.

Holmquist Swanson Co., makers of housefurnishing articles, have increased their board of directors from 3 to 4.

Oscar Gumbinsky, vice-president of the General Fiber Co., died yesterday at his residence, 4755 Drexel Blvd. Mr. Gumbinsky at one time had control of the International Lamp Co., which he founded.

Burley & Co. held a big sale during the past week including one thousand dozen plates, stressing in this sale the popularity of contrasting patterns and types of plates for the various courses of a meal. Dinner plates, service plates and course and salad plates were offered at reductions of 10 to 50 per cent. Cups and saucers were also included in the sale.

Fire In Milliken Hardware Co.'s Building

Fire of undetermined origin, which started at 2:30 o'clock last Sunday morning on the second floor of the six story building of the Milliken Hardware Co., East Liverpool, O., situated in the heart of the business district caused a loss estimated at between \$750,000 and \$1,000,000 in stocks and buildings.

The Star Bargain Store, the second largest department store there was gutted, the loss being complete. The National Cloak & Suit Co., and the Nevin Clothing Co., both in the Milliken building also suffered complete losses as did the Milliken Co.

The Lewis Bros. furniture store across an alley from the Milliken building suffered severe loss to its stocks, and the Frank Crook furniture store, across Fifth street from the Milliken building was also damaged, the loss to the Crook building being the slightest of all.

Twenty years ago the entire block in which these stores are located was destroyed by fire.

"AMERICA'S LEADING CERAMIC MATERIAL HOUSE"

LIQUID MATT BURNISH

WHITE GOLD

"WILL NOT TARNISH"

USE IN PLACE OF SILVER & PLATINUM DECORATIONS
ON GLASS OR CHINA

THE ROESSLER & HASSLACHER CHEMICAL CO., NEW YORK

CHICAGO
KANSAS CITY

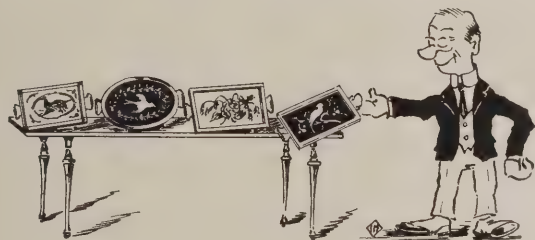
PHILADELPHIA
BOSTON
SAN FRANCISCO

CLEVELAND
PITTSBURGH
BALTIMORE

TRENTON
NEW ORLEANS

MR. "AMERICAN"

*presents his sensational
SERVING TRAY LINE*



TWO amazing leaders for the New Year!

1. Handsome nickeled serving tray with hand painted glass center in natural colors.
2. Beautiful tray with Sterling Silver deposit decoration nickeled frame and handles.

Our enormous production permits us to quote prices on these items that will help you stir things up in your store!

*Write Now for
Further Details.*

AMERICAN TRAY CO.
179-181-183 Wooster St. New York

"SERVING TRAYS THAT SELL ON SIGHT"

OWEN CHINA

Better Open Stocks

START them with short sets as specials. Boggs & Buhl sold 750 sets and then moved 10 dozen open stock per month.

The Owen China Co.
Minerva, Ohio

Pattern No. 855

NEW YORK: HERBERT NEUWIRTH Company Incorporated, 25 West 23rd Street

CHICAGO: EARL W. NEWTON and ASSOCIATES, 9 North Wabash

GOLD MEDAL ST. LOUIS 1904
O.C.CO.
MINERVA, O.

Business Outlook Good

Despite some complaints, business conditions throughout the country are as promising as has been expected and the outlook for the future is good, according to the opinion of Secretary Mellon expressed recently at the Treasury. He feels that the coal industry is one of the bad spots in the economic situation.

Mr. Mellon does not believe that it is yet time for evidences of increased activity in the form of new orders to the steel industry, considering this to be the season for the drafting of plans which will later result in orders for materials and construction activity. But he regards the high volume of railway traffic as an indicator of the current activity.

Industries Busier Despite Inventories

In spite of the usual period of inventories and slack business encountered in industry during January employment in manufacturing industries showed an increase of 0.9 per cent in January compared with December, it was shown in a report by the Department of Labor.

Wage figures, however, shifted slightly to reduce the total earnings of employes in 8,785 reporting establishments 2.6 per cent. The slight increase in business indicated was general among the industries, although exceptions were shown in the stone, clay, and glass industries.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

GUERIN POUYAT ELITE, LTD., 43 West 23rd St.,

Limoges China, Royal Crown Derby, Baccarat (French) Glassware, Aculus (English) Glassware, Alderson & Gyde, English Brass Reproductions.

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The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

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MOGI, MOMONOI & CO., 105-107 East 16th St.

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MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

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King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and House- wares Trades

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

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VOGT & DOSE, 14 W. 23rd St.
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Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.

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SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.
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UNITED STATES GLASS CO., Aibemarle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

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The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

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East Liverpool, O.

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No. 10

AS THE EDITOR SEES IT THE VIOLET AND THE IVY

"H E hasn't any prestige whatever, no lodge, no church, no kin, no reputation for honesty and fair dealing, pays no taxes, here today, gone tomorrow and yet the country is full of them, while we sit and wait, cuss and bleat and try to legislate them out of business. You can't do it. Better hire them to sell for us." This was one merchant's summing up of the "Peddler nuisance" which has taken the country by storm and the retail dealer by the throat. In the last sentence he spoke words full of wisdom. Railing at the peddlers, denouncing them as menaces, passing resolutions against them at conventions, bemoaning the lack of discrimination on the part of their customers gets you nowhere. You have a powerful and ubiquitous streak of human nature to deal with in this so-called evil, and the only way to "combat" it is counteract its influence in the minds of the people. Just so long as your customers and neighbors can be convinced that they are getting more for their money by patronizing the canvasser who calls at their door they are going to get his goods and he is going to get their money. Another prominent dealer recently admitted that the success of the peddler was due primarily to the reactionary selling methods of the retailer. Why not look the thing straight in the eye and admit it?

I F your customers buy of someone else, whose fault is it? You can't blame the customer if she really thinks she is getting a better deal, and you certainly can't blame the peddler if he takes what comes his way. It is up to you to show the customer that you can and will give her as much or more for her money and beat the peddler at his own game. It can't be denied that the customer buys from the peddler because she wants to. Your stunt is to make her want to buy from you. She wants to buy from the peddler because he knows how to make her

want to. And he doesn't accomplish this by retiring modestly into his shell and waiting patiently for something to turn up. He does it by getting out and showing his prospect how and why his merchandise is desirable. You can't legislate against the peddler as such. As long as he sells without misrepresentation he has a perfect right to sell in his own way. Your means of meeting this competition are right at hand if you choose to use them. You literally have the goods on the peddler, all you have to do is to make the best of them. Instead of the peddler being a menace to you you can make him so unhappy that he will go out of business as far as your community is concerned.

THE means at your hand is aggressive, unrelenting publicity. A merciless glare of white light upon the peddler, and what buying from him instead of from you really means. You know that you really have more to offer the customer than the peddler has. You know that his claim of "direct from the factory to consumer" is pure "bunk" in a majority of cases. You know that in many instances the goods go through four hands to each of which clings a substantial commission before it reaches the consumer. You know that it is very difficult if not impossible to exchange or return unsatisfactory goods. You know that sometimes the customer is victimized by downright fraud. Why don't you make the customer understand these things? Why don't you get out and peddle yourself, if necessary? If you are restrained by an impression that such methods are unethical or undignified you might as well abandon the field to the peddler altogether and close up shop. It is a question of survival, not of ethics. The modest violet may be true to form, but it is the aggressive, running, pushing ivy that gets there.

Advertising Problems of Retail Stores



HE onion is a plebeian vegetable; tear-compelling, self-assertive, and slightly vindictive; a fomentor of domestic strife and a bane upon polite conversation. It is to be tolerated, perhaps; not sought. But—turn the magic light of advertising upon the onion, and what happens? It becomes an appetizing, health-giving and blood-enriching gift of benign Nature, more delicious than the ambrosia of Olympus and as salubrious as the breezes from a forest of pines. Thus states an article in the booklet "Small Store Advertising," issued by the Chamber of Commerce of the United States.

You may be up against the keenest sort of competition; you know you are not getting all the business you should; some of your stock does not move fast enough. Shall you advertise? If so, how much money can you spend for it? What mediums shall you use—magazines, newspapers, handbills, street cars? What kind of argument will sell most goods for you; how should it be presented and illustrated; and how can you tie up your various advertising activities—newspapers, handbills, letters, window displays—into a unified sales-producing system?

Points to be Considered by the Merchant in Planning His Sales Campaign. Copy and Layout Hints Which Are Useful

You will see later that we refer in this article to examples of type, copy and illustrations used, not by small scale advertisers, but by the largest national advertisers. This is

because the best advertising is done by large concerns and their advertisements illustrate perfectly the principles we are considering; and these principles apply to the advertising you will do.

Since your advertising appropriation is based on a percentage of your net sales, you must determine in advance what net sales are possible—not what your sales were last year, but what they may be with the help of better merchandising methods. Remember that if you appropriate \$500 a year for advertising, it does not mean that \$500 cash is taken out of your business for a year. If your advertising is good, your increased sales should more than pay for the advertising. Some of the largest advertising campaigns ever undertaken in the United States paid for themselves as they went along. Increased sales brought in more than enough to pay the advertising bills, before they came due.

Although every repetition of an advertisement, a circular or a letter costs money, occasional, hit-or-miss adver-

29th SEMI-ANNUAL SALE

China : Glass : Lamps




And Now—the Newest Old
Fashion in Dinnerware

\$50

Ivory-Tinted Services

25c

Also
Sale-Priced

35c

The clear, pale, fragile tinting of freesia-blossoms on a glorious English earthenware; accenting its mauve-rose motif with a fleck of black. And adding a conventional banding—tawny olive and orange gold. A black and orange pattern too. 100 pieces. The latter open stock.

45c

GIMBELS CHINA SHOP—Fifth Floor

45c

Plenty of White
Space With Attractive
Cuts Make This
Advertisement Forceful and
Strong. It occupied
Only ¼ of a Full
Page Used by Gimbel
Brothers, New
York to Announce
Their March Sale of
Various Lines, Yet
It Stood Out Boldly
and Attracted the
Eye at Once.

Brooklyn, Long Island and New Jersey Customers Direct to Gimbel's via Tubes and Subways

tising is usually a loss, whereas steady advertising of the right kind is sure to be productive. The retailer whose business justifies advertising in newspapers will do better to run a small advertisement every day than to run a large one once a week.

This principle applies to all forms of publicity. If form letters are sent out, it is best to send them regularly; if handbills are broadcast, it is best to broadcast them regularly; if window advertising is used, the displays should be constant and changed frequently. Never let the public forget you. Never give even your old established customers a chance to forget you, your store, your goods.

There are two points to remember in this connection: Your advertising campaign, whatever it consists of, should be planned as a whole; do not get out several booklets, letters or circulars and then discover you are not presenting your arguments in proper order or that you have neglected the seasonal influences or something else.

Also, if you are advertising in a publication, call attention to that advertising in any circulars you get out, so as to tie the two together. Use some such phrase as "Watch our weekly price list in the *Courier*."

The other point is to identify your store through a border, a trade mark, an illustration or a signature, so that every advertisement, every letter, every handbill, every delivery wagon and every piece of wrapping material will have some easily recognized mark which will remind the observer of all other ads of your store. Tie your ads together. Note how the large advertisers use a trademark, a phrase or a picture.

At certain seasons and for certain offerings of merchandise, advertising announcements should appear more frequently than usual. Whatever the reason, the goods or the medium used, be consistent, not spasmodic.

An advertisement which is designed to sell goods must do four things to the reader:

1. Attract his attention.
2. Interest him.
3. Make him want the goods advertised.
4. Make him buy the goods.

It is necessary to attract his eye; it is necessary to interest him; it is necessary to make him feel a need for the particular article you are advertising—but most important it is to get action, get him to buy, "sign on the dotted line." You may have an advertisement that hits the reader in the eye; it may interest him more than his dinner; it may arouse intense desire for your merchandise; but having got thus far, all is in vain if he does not go into your store to buy!

A certain man lost his horse, but after a search found him. Asked how he knew where to look for him, he replied, "I just said to myself, if I was a horse, where would I go? And I went there, and there he was."

Remember that your advertisement, your booklet or any of your announcements competes for your prospective customer's attention with thousands of other advertisements of the same sort and with all of his personal affairs

which may claim his attention. Therefore, when writing anything you want to be read, put yourself in the customer's place and figure out what will be most likely to interest him.

An advertisement of any kind must make a definite "appeal" to the reader. It must interest him in goods or at least in the store selling them. The number of possible appeals is almost without limit. A few of the appeals used with some nationally known products are:

Personal appearance (Kuppenheimer Clothes; Bixby's Shoe Polish; Palmolive Soap; Phoenix Hosiery).

Health (Sunkist Oranges; Horlick's Malted Milk).

Utility (Bon Ami; Moore Push Pins).

Family Sentiment (Kodak).

Economy (Liquid Granite; Alaska Refrigerators).

Exclusiveness (Vicki Kid; Tiffany's).

Two or more appeals may be used in combination sometimes, but the reader of an advertisement has only a small fraction of time to spend on an ad—sometimes only a sweeping glance.

February First Brings the Opening of Loeser's

Famous Sale of China and Crystals

Savings of 1/4 to 1/2

On Thousands of Dollars Worth of the Highest Quality Merchandise



\$75 to \$85 French China Dinner Sets
\$49.95

The \$75 set is a 12-piece set. The \$85 set is a 16-piece set. Both sets are made of fine French china and are decorated with a beautiful floral design. They are a real bargain at this price.



\$50 Ivory Border China Dinner Sets
\$34.95

Full set includes 12 pieces. The set is made of fine ivory border china and is decorated with a beautiful floral design. It is a real bargain at this price.



\$25 Porcelain 100-Piece Dinner Sets
\$19.98

Includes 100 pieces of porcelain dinnerware. The set is made of fine porcelain and is decorated with a beautiful floral design. It is a real bargain at this price.



American Porcelain 100-Piece Dinner Sets
\$27.50

Includes 100 pieces of American porcelain dinnerware. The set is made of fine American porcelain and is decorated with a beautiful floral design. It is a real bargain at this price.



Theodore Haviland 125 Dinner Sets
\$75

A remarkable value for the money. The set is made of fine Theodore Haviland china and is decorated with a beautiful floral design. It is a real bargain at this price.



\$60 Bavarian China Dinner Sets, 100 Pieces, \$39.95

Finest quality pure white body china, with a beautiful Bavarian design. The set is made of fine Bavarian china and is decorated with a beautiful floral design. It is a real bargain at this price.



\$200 Incused Gold Dinner Sets
\$139

Includes 12 pieces of incused gold dinnerware. The set is made of fine incused gold china and is decorated with a beautiful floral design. It is a real bargain at this price.



Rich Gold Incused Stem Glasses Reduced \$1 Each

Includes 12 pieces of rich gold incused stem glasses. The glasses are made of fine rich gold incused glass and are decorated with a beautiful floral design. They are a real bargain at this price.



Brilliant Iridescent Luster Stem Glasses 39c. Each

Includes 12 pieces of brilliant iridescent luster stem glasses. The glasses are made of fine brilliant iridescent luster glass and are decorated with a beautiful floral design. They are a real bargain at this price.



Pyrex Oven Glass 20c. to \$3.50

Includes 12 pieces of Pyrex oven glass. The glass is made of fine Pyrex glass and is decorated with a beautiful floral design. It is a real bargain at this price.



Blue Bird Luncheon Sets \$3.95

Includes 12 pieces of blue bird luncheon sets. The sets are made of fine blue bird glass and are decorated with a beautiful floral design. They are a real bargain at this price.



3000 Gold Fish Aquariums With Whirlpool Fan and Teble Stands At Exceptionally Low Prices

Includes 12 pieces of 3000 gold fish aquariums. The aquariums are made of fine 3000 gold fish glass and are decorated with a beautiful floral design. They are a real bargain at this price.



Hand Cut Water Sets \$1

Includes 12 pieces of hand cut water sets. The sets are made of fine hand cut glass and are decorated with a beautiful floral design. They are a real bargain at this price.

Cuts, Well Chosen and Well Arranged, Make This Advertisement Effective in Its Appeal and Interest to the Thrifty Housewife

Therefore, it is necessary, sary, as a rule, to make one point, one impression that may stick in his mind and make him a buyer, either now or later.

Different seasons call for different kinds of copy. Note how Uneeda Biscuits and Coco-Cola and electric fans are advertised in summer, and gas heaters, cocoa and cold remedies in winter.

The nature of Reason-Why-Copy is indicated by the name. It appeals to common sense; it explains why a certain article is good; it gives reasons. Accessories for automobiles and mechanical products generally require this kind of copy.

Following are examples of reason-why copy:

"A two-in-one scale that meets every requirement of the mother and housewife. First, it is a baby scale that can be readily carried from room to room and used on table, stool or floor. Cast iron base prevents scale from tipping. The comfortable hammock is easily removed and laundered and is thus always sweet and clean. Endorsed by physicians and nurses because of its accuracy and sanitary features.

"Remove hammock and you have a 25-pound kitchen scale, regular \$6.50 value, handsomely finished in washable white enamel. Spring guaranteed for life."

"This is due to scientifically distributed weight and a center of gravity lower than ever before; to perfect spring balance and to a new type of spring mounting. Chrysler springs are close to the hubs and parallel to the wheels. Side sway and road weaving are eliminated."

In contrast to Reason-Why Copy is Imaginative Copy, which tries to sell goods by stirring the reader's imagination, making him link the article with some pleasant memory, some anticipated pleasure. More people are swayed by sentiment and imagination than by reason in buying goods. Some examples follow:

DINNER IS SERVED

"Nothing is so dear to the heart of a puppy as the kind of food he likes. Give him a tasty snack and watch him radiate happiness and gratitude."

STORE CLOSED TOMORROW
WASHINGTON'S BIRTHDAY
These Sales for Tuesday

GIMBEL BROTHERS
32—STREET—BROADWAY—32 1/2 STREET NEW YORK CITY

STORE CLOSED TOMORROW
WASHINGTON'S BIRTHDAY
These Sales for Tuesday

March Sale China : Glass : Lamps

The merchandising acumen—the pooled resources—the six months' concentration of the Gimbel stores and their affiliated stores, bring you, from the china and glass centres of the world, such volume and value as this—

100 pc. American Porcelain OPEN STOCK SET \$25

107 piece China Dinner Set \$37.50

Gold-encrusted Place Plates \$3.95

Light-cut Stemware 25c EACH

English-type Crystal or Green Stemware 39c EACH

Gold-encrusted GLASS WARE \$1.95

\$96,500 Worth Dinner Sets, \$64,370

85,000 Pieces Stemware at 33% Off

3 Carloads Kitchen Crockery 25% Off

50,000 Pieces Fancy Glass About 50% Off

AS WELL AS

Every Open Stock Dinnerware and Stemware Pattern Reduced 10%

100 Pk. Theodore Haviland OPEN STOCK SET \$75

Limoges China Dinner Set \$49.50

Gold-encrusted Dinner Set \$100

Glass Salad Plates 6 for \$1

Compartment Dish Priced \$5

Bridge Lamp \$15

Metal Boudoir Lamps \$2.95

Table Lamp \$5.00

In Progress Also—the Annual
MARCH SALE OF HOUSE WARES

Purchase upon purchase. Scoop after scoop. Year-round arrangements that include the whole output of factories. Merchandising on a major scale to price as a minimum scale. That's the way the Gimbel Housewaring Shop operates to regular values every day in the year. Here's the climax of the program, the Annual March Sale. And here's where you are. Mark on the calendar and come. Right March Tuesday. Full price in today's advertisement.

A Well Balanced Advertisement Showing an Effective Use of Illustrations

in human nature. The pleasing, conversational, friendly advertisement is the easiest to read and remember.

When necessary to give descriptions, introduce them by a light-hearted phrase. A gas range ad which appeared recently full of Reason-Why material has for a headline, "When Appetites Are Finicky." Bixby's Shoe Polish ad says "Look at your shoes!" Tobacco ads are unusually informal and colloquial. The American Tobacco Company has a full page ad entitled "Get this, men—" and begins "Most men have written their John Hancocks on a lot of dotted lines."

Draw a distinction between conversational, pleasant informality, and cheap, ludicrous familiarity that breeds contempt and kills sales.

Some of the examples used here are of large scale advertisers. The principles which they illustrate, however, apply equally to small advertisers. Unfortunately, the average retailer has not had at his command the resources for producing the best advertising. But a little thought on the quality and uses of your products will enable you to give a little "different" twist to your announcements to your customers. Exercise every bit of imaginative ability you have.

Avoid stereotyped phrases, such as are still being used

(Continued on page 37)

"Funny old customs—yet back of them was the same idea, the same desire, that is the big reason for gifts today—

"The eternal desire of every man to bring delight to the eyes of those he loves.

"Romance Chocolates have been especially prepared as gift chocolates. Their rich, smooth coatings and the carefully chosen variety of their delicious centers make each piece a surprise—each box an event!"

At present there is a tendency to get away from too much heaviness—too much "punch" in advertising. A human being may buy one brand of breakfast food, hair tonic, tools or shoes in spite of a thousand sound arguments for buying a different brand. Retailers must consider this whimsical element

The ABC of Dinnerware and Fine Pottery

By ALFRED H. HOLBROOK

CHAPTER XII—GLOST OVEN PROCESSES: PREPARING FOR THE GLAZE.

IN some cases the biscuit ware is decorated before any glazing is done. Such a decoration is known as an underglaze. In other cases the decoration is done after the glazing is performed and is called an onglaze or overglaze decoration. The application of designs to pottery will be explained in subsequent chapters. Whether plain or decorated the biscuit ware is glazed by dipping it in a slip composed of suitable proportions of borax, boracic acid, feldspar or cornish stone, whiting, flint, china clay, and white or red lead. A formula frequently used requires the fusing together or melting into what is called a *frit* of the following items:

Borax	30 pounds
Feldspar	30 pounds
Whiting	20 pounds
Flint	15 pounds
China clay.....	5 pounds

This frit is ground into a fine powder and 100 pounds of it is mixed with 30 pounds of feldspar and 50 pounds of white lead. Sometimes some flint is added to the second mixture. Different pottery manufacturers have secret variations of the glaze formula with such elements as soda, manganese, etc., to produce some special result required in the color or texture of the body of their wares. The final mixture is stirred into water until a slip of the proper consistency appears. Special care is exercised in pulverizing and mixing the various materials or else much trouble will result from the glaze later on.

The density of the slip is determined somewhat by the porosity of the ware. The more porous earthenware

THIS is the twelfth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

needs a much thicker coat of glaze than a hard china body. The ware itself is generally dipped into the slip and so held that all parts are smoothly covered by it. If any uncovered parts are discovered they are touched up with the glaze slip applied by a brush. Some expertness is required as an excess of glaze on portions of any article must be avoided as well as wavelets or specks or pin holes in other parts. Any superfluous glaze found on inspection after the dipping is promptly trimmed off. Uniformity of coating must be attained at this juncture, because, when the glost firing is done the glaze fuses with the biscuit and sets into a translucent glass of brilliant texture forming a finishing coat for the entire piece of pottery.

When the dipping of the ware is in process, great care is needed in the handling of it until the firing of it is over. Each piece has to be kept separated from the others and

so placed in the sagger of the glost oven that it will not touch either the bottom or the sides of the sagger. Special aids for this purpose are made of a vitrified or very hard fired biscuit ware and according to their general resemblance to other things these aids are called stilts, spurs, cockspurs, saddles, thimbles, dumps, etc. Each aid has fine pointed ends touching the glazed ware to be burned only where absolutely necessary to support it in holding it free from anything else while being fired. An examination of the backs of any article of dinnerware will usually disclose two or three tiny indentations where the article has rested on the aid in the glost furnace.



Income Tax Department

Conducted by M. L. SEIDMAN, C.P.A.

Of Seidman & Seidman, Certified Public Accountants

SO many readers' questions have again accumulated, that it has again been deemed advisable to devote this entire article to them.

NET LOSSES

Q. Is it permissible to carry forward the following: net loss established in 1923 as a credit on a 1924 return: My income from salary was \$3,500 and after all deductions, left a balance of \$1,950. Among the deductions was a loss on stocks of \$1,500. My personal exemption was \$3,300 which exceeded my income of \$1,950 so as to make a net loss of \$1,350. Can either the loss on stocks of \$1,500 or the net loss of \$1,350 be carried forward in any way as a credit to the 1924 report?—G. K. B.

A. Net losses from business may be carried over from one year and deducted from the net income of the following year. In the case cited in your letter, however, no net loss was sustained since the example is one where the net income is less than the exemption. This does not result in a net loss. The unused part of an exemption of one year may not be carried over and deducted from the net income of the following year.

SECURITIES UNDER A PASSIVE TRUST

Q. Several years ago I became jointly interested with two others in the ownership of some stocks which were carried in the name of one of our number as trustee. The trustee died during the past year, and our matter was taken over by his executor for settlement. In making up our income statement the executor insists that we establish our profit on the stocks distributed to us the same as they were sold. I take the position that this distribution was not a sale and that we would not establish our profit and pay tax until such time as we actually sold said stocks. Kindly let me know your opinion of the matter.—E. L. B.

A. From your letter, it appears that the trust was a so-called "passive trust," the trustee merely holding securities in name only, the actual beneficial interest being in those jointly interested. To the extent, therefore, that the stocks distributed represent original purchases with your own funds, the distribution by the executor is not a closed transaction and no profit need be reported until the securities are actually sold and the profit realized.

HEAD OF A FAMILY

Q. Will you kindly advise me if my mother is entitled to an exemption of \$2,500 on her income tax return as "head of family." My father is dead and my mother, sis-

This is the fourteenth of a series of articles on how to prepare income tax returns, that will appear regularly in the columns of Crockery and Glass Journal. Mr. Seidman is Chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, attention of the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

ter and myself live in the home owned by my mother, who pays all expenses connected with the house, including taxes, food, etc. My sister and myself are both of age. My sister has an income of about \$1,500 per annum from securities and I too have an income from securities in addition to a salary.—C. H. B.

A. Neither yourself nor your sister is dependent on your mother. Your mother therefore cannot be designated as head of a family, since no one in your household is dependent on her for support.

EXEMPT COMPENSATION

Q. (a) I have drawn Placement Training pay and Disability pay from the Veterans Bureau at different times in the past year and would like to know whether I am to put them down under income and then deduct them under deductions, or do I leave them out. (b) I have profits of about \$200 from the sale of stocks. Where do I list them?—H. J. K.

A. (a) Amounts received as compensation, under the Vocational Rehabilitation Acts and similar acts, are exempt from the income tax. This would exempt the amounts you received from Placement Training pay and Disability pay. (b) The profit on the sale of stocks can be shown under item 4 (other income) if you report on Form 1040A.

CARRYING OVER NET LOSSES

Q. Kindly let me know through your column the meaning of the provision of carrying over net losses. Where the loss results from an investment in notes and stock of a corporation in which I was director exceeds my income by \$8,000, is this loss deductible?—J. H. C.

A. Unless your business consisted of investing money in corporations and loaning money on notes to corporations, your loss on this transaction is not a business net loss. Only business net losses can be carried over and deducted from the next year's income.

SUPPORT OF A DEFENDENT—LOSSES

Q. (a) My three sisters and myself, all single, make our home together. We have as a maid, a woman who is mentally deficient, whom we feed, clothe and room. Is there any deduction that we can make for her, and if so, would it have to be divided amongst the four, or could one take the entire deduction? (b) Some years ago my sister

made an investment which has resulted in a total loss. She deducted the loss of dividend for the last two years on her last two reports, which has not been allowed. Can she deduct the entire amount invested on this year's report. They went into bankruptcy in 1924.—G. S.

A. If either you or any of your three sisters individually contributes more than 50 per cent of the amount necessary to support your maid who is mentally deficient, the one making such contribution is entitled to deduction for a dependent. The deduction can not be divided among the four under any circumstances. (b) In connection with the loss sustained by your sister on the investment, if in 1924 it was ascertained that there would be no distribution to stockholders by the company that went into bankruptcy, the loss on this investment can be deducted.

LOSS ON FAILURE OF STOCK BROKER

Q. In 1922 the stock broker with whom I carried on went into bankruptcy. In December of 1924 I received a first and final payment in liquidation of my account. I sustained a substantial loss in the transaction. May I in your opinion deduct this loss from my 1924 income?—R. W. H.

A. You may deduct from your 1924 income tax return as a bad debt the loss which you finally determined upon receipt of the dividend in liquidation of the stock broker in December, 1924.

Retail Trade of U. S. \$30,000,000,000

What is the total amount of retail business transacted in the United States every year?

Although figures have never been gathered on the subject, Dr. Paul H. Nystrom, director of the Retail Research Association, estimates that retail sales during 1923 were roughly \$30,000,000,000. Dr. Nystrom explains that he has arrived at this figure by the following method:

"There have been a good many guesses made during past years; by taking several of these guesses and checking back to see what methods were used, one arrives at a certain amount of confidence in them. For example, I followed up some of those guesses back in 1913. I found one estimate made up like this:

"It took the total volume of manufacturers of consumers' goods in this country, according to the census of 1909, and it added to this value of manufactured consumers' goods an arbitrary margin supposed to cover the wholesalers' and the retailers' gross profits. Then it added the imports, with similar margins, added, and took away the exports, with similar margins, with the result that you had a figure representing the total product presumably for consumption within the given year. The estimate, reduced to dollars and carried down to 1913, was at that time \$20,000,000,000. A great deal of work was given to that, as I know, and it seemed to be about as fair an estimate as could be drawn up.

"If you were to take the increase in prices that has

taken place since 1913 and the increased consumption, probably due to the increase that might be thought to come from the increase in population, it would not seem to be far from the truth to say that the total retail volume should be somewhere near \$35,000,000,000 at the present time. But there is a better way now, I think, to get at the amount of retail business done than by such methods as I have just described.

"There has been a beginning in two States of a census or computation of the amount of retail business done.

"The first census taken by a State was by Massachusetts in 1905, but because that is so long ago, the figures are out of date. Figures are now being compiled annually in Pennsylvania, under a license system for retailers, in which each retailer is required to have a license and to report the volume of business done. And so we have the figures from Pennsylvania of the total volume of business done through retail stores for the years 1920, 1921 and 1922, and we will get them for 1923 shortly.

"These figures for Pennsylvania are very interesting for any student of distribution. For example, in 1920 there were 138,178 shops, as against the United States census figure of 114,000 for the same year. That points to error in the United States figures, because I take it that the State figures are very much more accurate.

"The total volume done by these 138,000 stores was \$2,002,000,000, or \$232 per capita for every man, woman and child in Pennsylvania for 1920. In 1921 it was \$286, and in 1922 it was \$258. If we were to take the three years and cast up an average it would be a trifle more than \$250. The average business done by each of these 138,000 stores per year was \$15,600.

"If we may apply the general Pennsylvania average to the United States, then there were in the United States during 1920 a total of 1,675,000 retail stores, doing a volume of more than \$25,000,000,000; or, taking the next year, 1921, the total volume would have been something over \$29,000,000,000, nearly \$30,000,000,000.

"Now, this is another check on the estimates made from the other direction; that is, from the volume of products sent into the markets, and they came together at least at this \$30,000,000,000 point, so that the possibilities are that the total retail business may not be very far from this very huge figure."

International Sample Fair at Naples, 1925

The Fifth Naples Sample Fair is to be held in September, 1925, reports Vice Consul J. C. Door. The success of these fairs has been increasing, and the forthcoming exposition will be marked by added efforts and greater expenditures. The importance of Naples lies in the fact that it is the largest commercial center in southern Italy and that the entire region may be most conveniently reached from the city. American firms interested may obtain further information from the Naples Chamber of Commerce.

Helping Saleswomen to Sell China



HERE is no article of merchandise which appeals so strongly to the artistic sense of

the buyer as china, nor is there any which makes its selling appeal more directly through the eye than this commodity. This is a fact which most salespeople who handle this line of goods must recognize and so, must equip themselves with such a knowledge of design and color as to enable them to talk intelligently and convincingly to their customers. Not only must they be able to interpret the design, to explain the coloring, but they must also give them a background, an atmosphere of tradition such as will appeal to the imagination and aesthetic sense of Milady, the prospective purchaser and increase the desirability of the goods. The question is how is the salesgirl—as it is usually she who sells china and dinnerware—going to obtain the knowledge, the tradition so necessary to make her most efficient in her work.

Most of the young women who are behind the china and dinnerware counters have little education along these lines, little time and less strength, and often no inclination, when their daily work is done, to dig into the volumes on the library shelves which will give them the necessary data. Few sales people and indeed few laymen realize the wealth of beauty, of tradition, of romance, the treasure trove of quaint and fanciful stories which surround many of the designs used in our modern table ware. The art of the Orient and Europe, the craft and skill of ancient potters, the wonders of modern science and invention all supply a fund of interesting information and knowledge, the possession of which gives an added confidence and poise, a deeper interest in selling which in turn means increased sales.

Again how is the sales girl to learn all this? The answer to this question has been found by one manufacturer who has foresight enough to realize the sales influence of art and the general lack of knowledge of the subject. This is the Knowles, Taylor & Knowles Co., East Liverpool, O., who decided to meet this deficiency.

Trade customs and the company's sales policy made it necessary to conduct this educational work by mail. Naturally, that meant printed matter, and it immediately became a problem to decide what form this printed matter should take. The subject of china decoration has been discussed in a surprisingly large number of books and brochures. Condensing this sizable library into a pocket textbook which would be read and used in sales work was a formidable task.

Consequently, before tackling it, the company sounded out clerks and dealers. They were asked whether they would like to have an illustrated book "showing where china decorations came from, what races of people used them first, etc." A favorable response was received and the company lost no more time getting started.

The introduction to the manual explains the importance of knowing the merchandise thoroughly in order to sell it

*The Knowles, Taylor & Knowles Co. Make
An Educational Effort to Teach Clerks
How to Sell the Aesthetic Element
In Table China*

competently. The pages that follow show twelve representative selections of Knowles, Taylor & Knowles decorations. In each illustration the key or motif is dis-

played as an individual item. According to the booklet, most of the ornamental designs in use today can be traced through these twelve keys.

Each of the twelve illustrations is in color. The accompanying text is in the simplest language with the romantic side of each period stressed particularly. After this sketch of pottery design history, there is a page of hints on selling china and then several pages explaining how Knowles pottery is made.

The book is small enough to encourage reading, there being only twenty-odd pages of text. It is unpretentious; it makes no attempt to swamp the saleswoman with information. Just sufficient information is presented to give the saleswoman a background that enables her to talk about something other than price and whet her appetite for further knowledge which can be satisfied at almost any public library.

The manual, with a letter, was mailed to the homes of the sales people, the names and addresses having been secured from the dealers. Before the book was put in the mails, however, it was advertised in the trade press.

Such a sales help must be invaluable to the sale person in selling this particular line of china and doubtless the manufacturer reaped a substantial reward in increased sales. The idea is one which can be utilized by others. The retailer, himself, could with impunity do some such stunt on his own account. If he did not wish to go to the expense of getting out a booklet he could have on his office shelves a book or two giving in simple and interesting language some of the fundamental facts about the potter's art, the history of the process of making china, facts about glazes and the traditions surrounding many of the patterns which have been adapted to modern designs. There are many of these to be obtained at little cost and a few minutes a day on the part of the girls spent in glancing over these books or an hour once in a while—an hour of the company's time, by the way, not after working hours—spent in discussing the subject of the art of china making would not be a loss to the company, but rather a direct gain in resulting enthusiasm in selling the goods.

No one can sell efficiently unless their interest is aroused in the goods. No customer enjoys being waited on by apathetic salespeople who cannot or will not answer questions about the goods. An intelligent enthusiastic interest in the wares she is selling, born of real knowledge and love of them, means real selling, increased sales and pleased customers. If one manufacturer found it worth while others might also try it.

If you want to realize to the utmost the value of trained, intelligent appearing sales help just try, some fine day, to make a purchase in a department with which you are absolutely unfamiliar. It will help you to get your customers' viewpoint.

A Plated Article

By CHARLES DICKENS

PUTTING up for the night in one of the chiefest towns of Staffordshire, I find it to be by no means a lively town.

I have paced the streets and stared at the houses, and am come back to the blank bow window of the Dodo; and the town clocks strike seven. I have my dinner and the waiter clears the table, leaves me by the fire with my pint decanter, and a little thin funnel-shaped wine-glass and a plate of pale biscuits—in themselves engendering desperation.

No book, no newspaper!

What am I to do? To burn the biscuits will be but a fleeting joy; still, it is a temporary relief, and here they go on the fire! Shall I break the plate? First, let me look at the back and see who made it: Copeland.

Copeland! Stop a moment. Was it yesterday I visited Copeland's works and saw them making plates? In the confusion of travelling about it might be yesterday or it might be yesterday month; but I think it was yesterday. I appeal to the plate. The plate says, decidedly, yesterday.

Don't you remember (says the plate) how you steamed away yesterday morning, in the bright sun and the east wind, along the valley of the sparkling Trent?

And don't you remember (says the plate) how you alighted at Stoke—a picturesque heap of houses, kilns, smoke, wharves, canals, and river lying (as was most appropriate) in a basin—and how, after climbing up the sides of the basin to look at the prospect, you trundled down again at a walking-match pace, and straight proceeded to my father's—Copeland's—where the whole of my family, high and low, rich and poor, are turned out upon the world from our nursery and seminary, covering some fourteen acres of ground? And don't you remember what we spring from—heaps of lumps of clay, partially prepared and cleaned in Devonshire and Dorsetshire, whence said clay principally comes—and hills of flint, without which we should want our ringing sound and should never be musical? And as to the flint, don't you recollect that it is first burnt in kilns, and is then laid under the four iron feet of a demon slave, subject to violent stamping fits, who, when they come on, stamps away insanely with his four iron legs, and would crush all the flint in the Isle of Thanet to powder without leaving off? And as to the clay, don't you recollect how it is put into mills, or teasers, and is sliced, and dug, and

THIS charming little work from the pen of the well-loved author, Charles Dickens is reprinted through the courtesy of Copeland & Thompson, Inc., from a booklet gotten out by W. T. Copeland & Sons, England. This booklet states that this article was published in "Household Words" in 1852. We don't know how many of our readers have read it. It really doesn't matter. If you haven't you have a treat in store and if you already know it you will enjoy reading it a second or third time. No one, so well as Charles Dickens, knows how to surround in a glamour of romance the common things of every day life. No one, so well as he can paint with a versatile pen pictures which glow with life and action, which hold a mirror up to life, even the life of our own times. His quaint and kindly humor and understanding of human nature in its weakness and in its strength is evidenced in even this trifle which we reprint for your enjoyment.

cut at, by endless knives, clogged and sticky, but persistent—and is pressed out of that machine through a square trough, whose form it takes—and is cut off in square lumps and thrown into a vat, and there mixed with water and beaten to a pulp by paddle-wheels—and is then run into a rough house, all rugged beams and ladders splashed with white—where it passes through no end of machinery-moved sieves all splashed with white, arranged in an ascending scale of fineness (some so fine that three hundred silk threads cross each other in a single square inch of their surface), and all in a violent state of ague, with their teeth for ever chattering and their bodies for ever shivering? And as to the flint again, isn't it mashed and mollified and troubled and soothed, exactly as

rags are in a paper-mill, until it is reduced to a pap so fine that it contains no atom of "grit" perceptible to the nicest taste? And as to the flint and the clay together, are they not, after all this, mixed in the proportion of five of clay to one of flint; and isn't the compound—known as "slip"—run into oblong troughs, where its superfluous moisture may evaporate; and, finally, isn't it slapped and banged and beaten and patted and kneaded and wedged and knocked about like butter, until it becomes a beautiful grey dough ready for the potter's use?

In regard to the potter, popularly so called (says the plate), you don't mean to say you have forgotten that a workman called a Thrower is the man under whose hand this grey dough takes the shape of the simpler household vessels as quickly as the eye can follow? You don't mean to say you cannot call him up before you, sitting, with his attendant woman, at his potter's wheel—a disc about the size of a dinner plate, revolving on two drums slowly or quickly, as he will—who made you a complete breakfast set for a bachelor, as a good-humored little off-hand joke? You remember how he took up as much dough as he wanted, and, throwing it on his wheel, in a moment fashioned it into a teacup—caught up more clay and made a saucer—a larger dab and whirled it into a teapot—winked at a smaller dab and converted it into the lid of the teapot, accurately fitting by the measurement of his eye alone—coaxed a middle-sized dab for two seconds, broke it, turned it over at the rim, and made a milk-pot—laughed, and turned out a slop-basin—coughed, and provided for the sugar?

Neither, I think, are you oblivious of the newer mode of making various articles, but especially basins, according to which improvement a mould revolves instead of a disc? For you *must* remember (says the plate) how you saw the mould of a little basin spinning round and round, and how the workman smoothed and pressed a handful of dough upon it, and how with an instrument called a profile (a piece of wood representing the profile of a basin's foot) he cleverly scraped and carved the ring which makes the base of any such basin, and then took the basin off the lathe like a doughy skull-cap to be dried, and afterwards (in what is called a "green" state) to be put into a second lathe, there to be finished and burnished with a steel burnisher? And as to moulding in general (says the plate), it can't be necessary for me to remind you that all ornamental articles, and indeed all articles not quite circular, are made in moulds? For you *must* remember how you saw the vegetable dishes, for example, being made in moulds; and how the handles of teacups and the spouts of teapots, and the feet of tureens, and so forth, are all made in little separate moulds, and are each stuck on to the body corporate of which it is destined to form a part, with a stuff called "Slip," as quickly as you can recollect it?

Further, you learnt—you *know* you did—in the same visit, how the beautiful sculptures in the delicate new material called Parian are all constructed in moulds; how into that material animal bones are ground up, because the phosphate of lime contained in bones makes it translucent; how everything is moulded, before going into the fire, one-fourth larger than it is intended to come out of the fire, because it shrinks in that proportion in the intense heat; how, when a figure shrinks unequally, it is spoiled—emerging from the furnace a mis-shaped birth: a big head and a little body, or a little head and a big body, or a Quasimodo with long arms and short legs, or a Miss Biffin with neither legs nor arms worth mentioning!

And as to the Kilns, in which the firing takes place, and in which some of the more precious articles are burnt repeatedly, in various stages of their process towards completion—as to the Kilns (says the plate, warming with the recollection), if you don't remember *THEM* with a horrible interest, what did you ever go to Cope-land's for? When you stood inside of one of those inverted bowls of a Pre-Adamite tobacco pipe, looking up at the blue sky through the open top far off, as you might have looked up from a well sunk under the centre of the pavement of the Pantheon at Rome, had you the least idea where you were? No (says the plate), of course not! And when you found that each of those pillars was a pile of ingeniously made vessels of coarse clay—called Saggars—looking, when separate, like raised-pies for the table of the mighty Giant Blunderbore and now all full of various articles of pottery ranged in them in baking order, the bottom of each vessel serving for the cover of the one below, and the whole Kiln rapidly filling with these, tier upon tier, until the last workman should have barely room to crawl out before the closing

of the jagged aperture in the wall, and the kindling of the gradual fire; did you not stand amazed to think that all the year round these dread chambers are heating, white hot—and cooling—and filling—and emptying—and being bricked up—and broken open—humanly speaking, for ever and ever? To be sure you did! And standing in one of those Kilns nearly full, and seeing a free crow shoot across the aperture a-top, and learning how the fire would wax hotter and hotter, by slow degrees, and would cool similarly, through a space of from forty to sixty hours, did no remembrance of the days when human clay was burnt oppress you? Yes, I think so! I suspect that some fancy of a fiery haze and a shortening breath, and a growing heat, and a gasping prayer; and a figure in black interposing between you and the sky (as figures in black are very apt to do), and looking down, before it grew too hot to look and live, upon the Heretic in his edifying agony—I say I suspect (says the plate) that some such fancy was pretty strong upon you when you went out into the air, and blessed God for the bright spring day and the degenerate times!

After that I needn't remind you what a relief it was to see the simplest process of ornamenting this "biscuit" (as it is called when baked) with brown circles and blue trees—converting it into the common crockery-ware that is exported to Africa, and used in cottages at home. For (says the plate) I am well persuaded that you bear in mind how those particular jugs and mugs were once more set upon a lathe and put in motion; and how a man blew the brown color (having a strong natural affinity with the material in that condition) on them from a blow-pipe as they twirled; and how his daughter, with a common brush, dropped blotches of blue upon them in the right places; and how, tilting the blotches upside down, she made them run into rude images of trees, and there an end.

And didn't you see (says the plate) planted upon my own brother that astounding blue willow, with knobbed and gnarled trunk and foliage of blue ostrich feathers, which gives our family the title of "willow pattern?" And didn't you observe, transferred upon him at the same time, that blue bridge which spans nothing, growing out from the roots of the willow; and the three blue Chinese going over it into a blue temple, together with the rest of that amusing blue landscape which has, in deference to our revered ancestors of the Cerulean Empire, and in defiance of every known law of perspective, adorned millions of our family ever since the days of platters? Didn't you inspect the coper-plate on which my pattern was deeply engraved? Didn't you perceive an impression of it taken in cobalt color at a cylindrical press, upon a leaf of thin paper, streaming from a plunge-bath of soap and water? Wasn't the paper impression daintily spread by a light-fingered damsel (you *know* you admired her!) over the surface of the plate, and the back of the paper rubbed prodigiously hard—with a long tight roll of flannel, tied up like a round of hung beef—without so much as ruffling the paper, wet as it was? Then (says the plate), was not the paper washed away

with a sponge, and didn't there appear, set off upon the plate, *this* identical piece of Pre-Raphaelite blue distemper which you now behold? Not to be denied! I had seen all this—and more. I had been shown, at Copeland's, patterns of beautiful design, in faultless perspective, which are causing the ugly old willow to wither out of public favor; and which, being quite as cheap, insinuate good wholesome natural art into the humblest households. When Mr. and Mrs. Sprat have "licked the platter clean" they can—thanks to modern artists, and clay—feast their intellectual tastes upon excellent delineations of natural objects.

This reflection prompts me to transfer my attention from the blue plate to the forlorn but cheerfully painted vase on the sideboard. And surely (says the plate) you have not forgotten how the outlines of such groups of flowers as you see there are printed, just as I was printed, and are afterwards shaded and filled in with metallic colors by women and girls? As to the aristocracy of our order, made of the finer clay—porcelain peers and peeresses; the slabs, and panels, and table tops, and tazze; the endless nobility and gentry of dessert, breakfast, and tea services; the gemmed perfume bottles and scarlet-and-gold salvers—you saw that they were painted by artists, with metallic colors laid on with camel-hair pencils, and afterwards burnt in.

And talking of burning in (says the plate), didn't you find that every subject, from the willow pattern to the landscape after Turner—having been framed upon clay or porcelain biscuit—has to be glazed? Of course, you saw the glaze—composed of various vitreous materials—laid over every article. We had in my time—and I suppose it is the same now—fourteen hours' firing to fix the glaze and make it "run" all over us equally, so as to put a good shiny and unscratchable surface upon us; and upon this you saw some of the finest steel engravings transferred, to be fixed by a subsequent firing in the "hard" kiln—didn't you? Why, of course you did!

Of course I did. So, listening to the plate's reminders, and musing upon them, I got through the evening after all, and went to bed. I made but one sleep of it—for which I have no doubt I am also indebted to the plate—and left the lonely Dodo in the morning quite at peace with it.

Production in January Highest Since 1923

Production of basic commodities during January reached the highest point since the spring of 1923, according to the monthly summary of general business and financial conditions throughout the country issued recently by the Federal Reserve Board. Employment at industrial establishments increased slightly, the board noted, but remained below the level of a year ago. Prices of farm products advanced and there were smaller advances in the wholesale prices of most of the other groups of commodities. The summary follows:

"Production in basic industries, after a rapid increase in recent months, advanced 8 per cent in January and was

34 per cent above the low point of last summer. The most important actor in the increase in the level of production since August has been the greater activity in the iron and steel industry, but in January the output of lumber, minerals, food products and paper, and the mill consumption of cotton also showed considerable increases. The woolen industry was somewhat less active in January and output of automobiles, though larger than in December, was considerably smaller than a year ago. Further increases during the month in employment in the metal, textile and leather industries were largely offset by seasonal declines in the number employed in the building materials and food products industries. Building activity as measured by contracts awarded, though less in January than during the closing months of 1924, was near the high level of a year ago.

"Railroad shipments were in record volume for this time of year, and loadings of merchandise and miscellaneous products were particularly heavy. Wholesale trade in January, however, was slightly smaller than in December."

Remarkable Growth of American Business

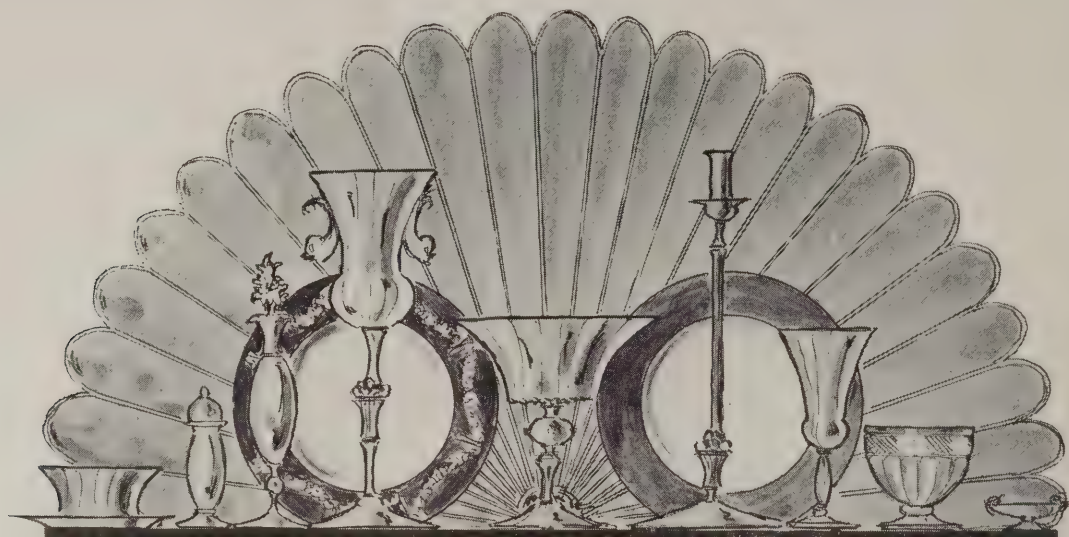
Interesting figures showing the remarkable expansion in working forces of some of the largest employers in the United States during the last ten years are presented in *Forbes Magazine*.

The American Telephone & Telegraph Company heads the list with 279,651 employees, compared with 142,527 at the beginning of 1915. Telephones in operation have increased during the same period from 8,658,612 to 15,907,000.

The Steel Corporation now has 243,776 workers against 134,313 ten years ago.

The Pennsylvania Railroad had an average of 208,801 employees last year compared with 198,273 in 1914, a nominal increase compared with the 100 per cent increase in the system's wage bill. The New York Central Lines now employ 160,085 compared with 130,719 in 1914.

Industrial companies show much bigger increases in working forces. For example, General Motors at the end of 1923 had a force of 97,747, whereas in 1914 it employed only 14,141. Swift & Company employed, in round numbers 54,000 workers last year, against 39,000 ten years ago. Armour & Company's increase has been from 35,610 in 1914 to 58,905. Bethlehem Steel has jumped from 49,796 to 60,383, both totals covering certain properties which were not controlled by Bethlehem ten years ago. General Electric's working force decreased from 56,469 at the end of 1913 to 41,669 at the end of 1914, but has since risen to 68,406. Woolworth had 12,123 employees ten years ago, whereas it now has 26,106. Marshall Field & Company now has 22,500 on its payroll, compared with 15,000 ten years ago. Westinghouse has jumped from 16,000 to 35,600. Eastman Kodak's increase has been 60 per cent.



The glory of Spring

finds a worthy rival in the resplendent offerings we are now displaying.

There are smartly new patterns of fine dinnerware, which already have been taken up enthusiastically; and a number of distinguished designs in short lines. The collection of service plates has been augmented by many new patterns of great beauty.

Fanchetti has contributed its usual quota of excellence. Sparkling rock crystal . . . ruddy amber in authentic reproductions. Popular priced lines of distinctive shape and color. Top values in case assortments of iced tea sets in summery garb.

Those acquainted with FANCHETTI glass know what to expect in the way of new offerings; those who don't have a treat in store. Italy's crafts are also represented in a large collection of colorful pottery.

Our Mr. Hoertkorn, Mr. Cardon and Mr. Herbeck are now on the road, ready to show you all these things. If you will write us, we shall be glad to arrange a meeting.

*Graham &
Zenger Inc.*

104 FIFTH AVE NEW YORK, N.Y.

Advertising Problems of the Retail Store

(Continued from page 28)

every day in newspaper advertising. Avoid making statements which are not likely to be believed, such as:

"Sold on a money-back basis."

"A sensational saving."

"You may own one at a price which at any previous time would be thought impossible."

"Exceptionally low prices, exceptionally good values."

"Refined environment."

These phrases are worn out, unconvincing and do not "register" in the reader's mind.

Do not be too clever; the over clever ad antagonizes the reader. Also it sells him on your cleverness, not your goods. Be sincere and clear rather than clever. Do not advertise negatively. Never say: "Eating all you want of our ice cream will not hurt you." Say, rather: "You can eat your fill of our ice cream and it will do you good."

Do not combine your goods in unpleasant combinations. Cheese and rat poison should be kept apart; toothbrushes and disinfectants are not good companions in an advertisement.

Above all, be honest in the claims your advertising makes. Be prepared to back up every claim. Use no extravagant phrases or four-syllabled words.



Glass Plates

Decorated in encrusted gold or sterling silver deposit—color bands—enamel—floral decorations—rock crystal and light cuttings.

EDMONDSON WARRIN, Inc.

43-45 West 13th Street, (between 5th and 6th Aves.)

NEW YORK

Established 1860

Phones Gramercy 0291-0292

Thomas G. Jones

Suite 202, 203, 204, 206

Fifth Avenue Building

23rd St. and 5th Ave.

New York



Spring and Summer Special Sales Items

McKee Glass Co.

COLORED AND CRYSTAL CRACKLED

Iced Tea and Water Sets

Cocktail Sets, Wine Sets

Innovations in Colored Novelties

Colored Salad Plates

"GLASBAKE" Cooking Ware

Beverage Dispensers

D. C. Jenkins Glass Co.

Fish Globes

Percolator Tops

Lemon and Orange Reamers

Mixing Bowl Sets

Mound City Glass Co.

Optic and Needle Etched

Iced Tea and Water Sets

Plain and Optic Jugs

Table Ware

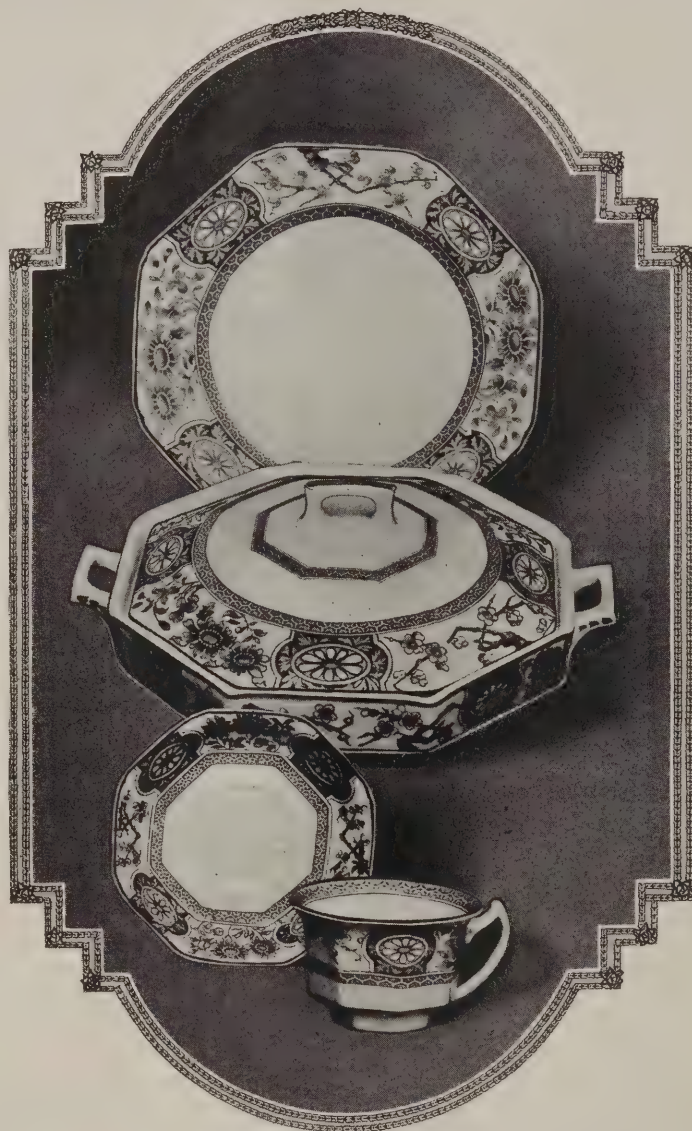
Iridescent and Gold Band Blown

Stemware and Tumblers. Colored

Band and Enamel Decorations.

"Look These Over"

*Manufacturers
Importers Distributors*



Rangoon, Open Stock Pattern

Manufactured by

Wood & Sons, England

THE new Rangoon, shown above, is exceptionally smart looking and must be seen to be appreciated. The design is splendidly executed in two shades of blue with effective orange tracing. A substantial shipment is expected daily, just in time for early spring delivery.

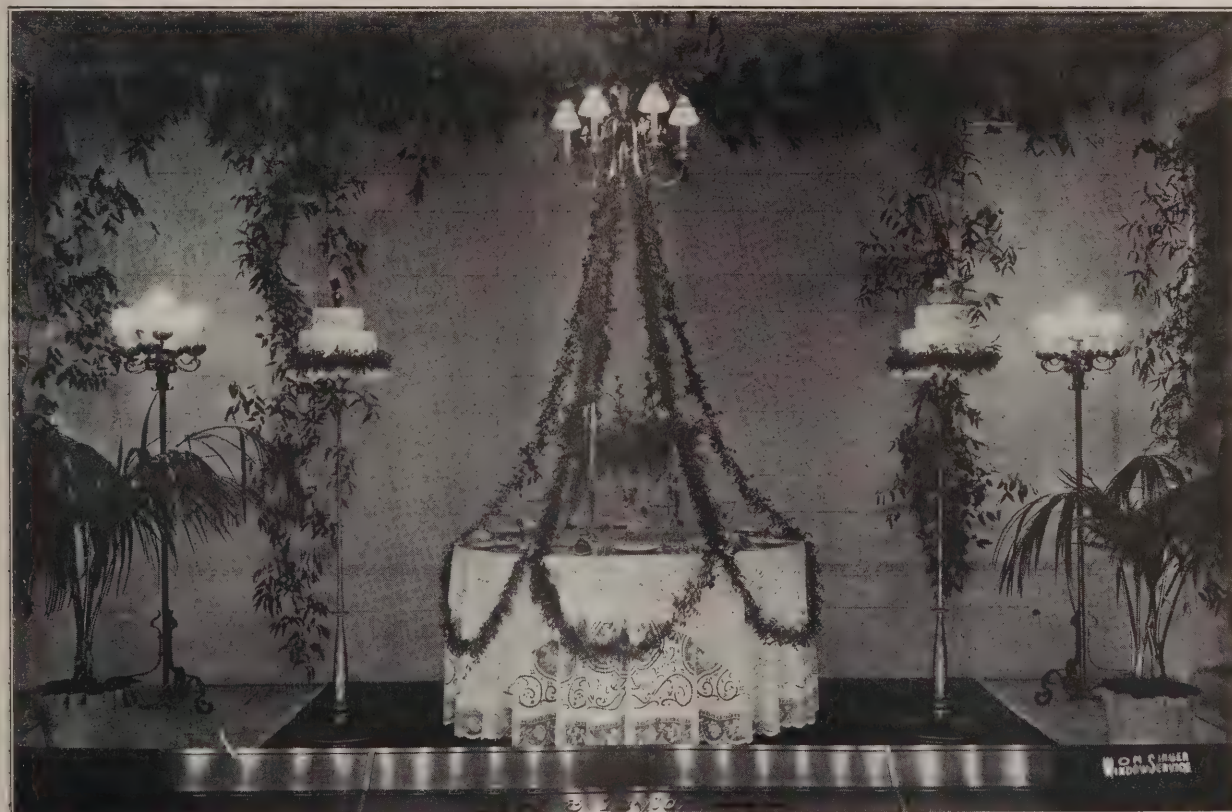
MITCHELL WOODBURY CO.
556-572 ATLANTIC AVE., BOSTON, MASS.

China and Glassware Chime a Merrie Tune for the Spring Bride

BY BEATRICE MILLER WISNER

THE old-time custom of making special gifts to the bride elect still holds sway in our modern times, even though the remembrances are often of simple and unpretentious character. Many centuries ago, the bride was the central figure of attraction and gifts such as costly incense, oils, jewels and embroideries, were the prescribed tokens for the bride-to-be. Even long journeys from distant lands were taken on foot to lay these tributes of love or opulence at the shrine of the "queen of hearts." Today, the modern bride looks to more serviceable and practical gifts with a view to equipping the future home. Glassware, china and silver are the twentieth century's most popular gifts and these have such a wide scope as to price, decoration and fineness, that every whim can be humored in selecting the correct item. Many retailers dealing in china and glassware, have taken a very practical and altogether sensible stand in exhibiting these wares. Large department stores have featured, from time to time, whole windows exclusively devoted to the display of china and glassware, specializing in a fully set table, with covers laid for guests, emphasizing fine stemware of several patterns, cuttings, engraving, colors, etc., and china in floral or conventional border effects and gold encrusted

decorations. This window setting gives the passer-by a splendid idea of just how a fully appointed table will appear when set with fine glass and china. Even the centerpiece of lovely pottery filled with artificial flowers has not been neglected and shows how a floral decorated table should be arranged. Glassware of the present day, whether of imported or domestic make is a revelation in color, featuring plain blues, orange, red, amber, rose, greens, and combinations of white and tints. Perfect coloring and blending has been accomplished through the skill in glass manufacture both in America and Europe. As the spring season draws near, the wideawake dealer will see to it that his glass and china departments are well stocked, for coming seasons promise a big demand for glass and china, and the scheduled nuptials is large enough to give even the out-of-town shop a thrill in anticipation of weddings listed. If retailers in glassware or china have new ideas of window decoration let them bring forth their best powers in this regard, as there is no safer way of enticing a customer than by an original or compelling window decoration. If it is permissible and there is space enough in the window, it might be an added attraction to feature several small tables fully set and the floral decorations in one color scheme, as the modern idea of serving



What More Appealing Manner of Displaying China and Glassware Can There Be Than This Bridal Window

Fred C. Reimer Co.

Incorporated

49 West 23rd Street
NEW YORK

Our Representatives.

FRED C. REIMER
JACK C. JONAS
and
GEORGE SCHERER

are now in their respective territories
with samples of

Krautheim Dinnerware

Decorated and White

Theresienthal Crystal

Fine Stem Lines

Schierholz

Dresden Art Goods

Royal Dux

Art Goods

Venitian Glass

French Glass

Italian Pottery

Gift Novelties



*A post card will advise you when
they will be in your vicinity*

bridal feasts is at small round tables, carrying out the color effect in one tone. This is a suitable and pleasing method of service, as it gives the bride liberty in placing vis-a-vis those who are interesting or personally known to one another. There was never a bigger opportunity for glass and china manufacturers to reap a harvest than the present time, as gift shops, jewelry stores, and even hardware stores are featuring china and glassware and these wares seem to be the backbone of the merchandise. Demand will never glow less as long as there are new items and decorations forthcoming. Enterprising dealers could make this year a banner one, by featuring window displays specializing china and glassware.

Buyers in New York

FEBRUARY 27TH, 1925

W. W. Taylor, housefurnishings and toys, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

W. B. Shockley, housefurnishings, china, lamps, and toys, J. B. Ivey Co., Charlotte, N. C., Pennsylvania.

Miss K. M. Riordan, housefurnishings and toys, James H. Bunce Co., Middletown, Conn., 315 4th Ave. (D. G. Alliance).

Miss H. L. Spinning, toys, D. M. Read Co., Bridgeport, Conn., 314 Fourth Ave. (D. G. Alliance).

A. Matheson, housefurnishings, Seitner Co., Canton, O., 77 Madison Ave. (J. E. Mannix Co.), Pennsylvania.

A. C. Berg, toys housefurnishings, M. Nathan & Bro., Johnstown, Pa., McAlpin.

FEBRUARY 28TH, 1925

J. S. Kula toys and china, J. S. Kula, Butte, Mont., Pennsylvania.

A. H. Hilker, housefurnishings, Gilmer's, Inc., Winston-Salem, N. C., 44 West 18th St., Breslin.

MARCH 2ND, 1925

E. B. Sprowls housefurnishings, lamps, Andrews Bros. Co., Augusta, Ga., Gregorian.

Miss F. Kirk, lamps, O. Phillips, chinaware, The Fair, Chicago, Ill., 225 Fourth Ave., Room 811.

W. L. Brenn, housefurnishings, toys, Alms & Doepke Co., Cincinnati, O., 350 Broadway.

H. S. Wallestein, crockery, glassware, housefurnishings, Walzberger Co., Richmond, Va., 115 West 30th St. (B. F. Lewis), Pennsylvania.

MARCH 3RD, 1925

Miss L. Schurer, china, housefurnishings, toys, McAlpin Co., Cincinnati, O., 23 East 26th St. (W. T. Knott).

C. C. Millington, toys, E. D. Garrison, cut glass, silverware, electric goods, housefurnishings, china, Sanger Bros., Dallas, Texas, 19 East 24th St.

MARCH 4TH, 1925

J. T. Hynd housefurnishings crockery, glassware, toys, Porteous & Mitchell Co., Norwich, Conn., 432 Fourth Avenue. (D. G. Union).

T. E. Maley, housefurnishings, Montgomery, Ward & Co., Chicago, Ill., 354 Fourth Ave., 8th floor.

J. W. Blackman, crockery, Blackman & Lunkenheimer, Evansville, Ind. (Latham).

A. Diack, toys, lamps, housefurnishings W. M. Whitney & Co., Albany, N. Y., 1164 Broadway (Fellows Buying Corp.).

MARCH 5TH, 1925

D. J. Boston, toys, Belk Bros. Co., Charlotte, N. C., 120 West 32nd St. (H. Fantl).



National leaders gather here

IN NEW YORK, the really big leaders in houseware maintain their offices in The Fifth Avenue Building. Whether your special line may be art and gift novelties, earthenware, glassware, lamps or bathroom fixtures, you will find many firms displaying your needs. One buying trip in one building will suffice for your seasonal requirements. Pleasant surroundings, successful associ-

ates, and convenient location make The Fifth Avenue Building the logical place to do all your New York buying.

Ten minutes from the Pennsylvania Terminal, thirteen minutes from Grand Central, all uptown and downtown New York within equal, or less, riding distance by subway. Buses and surface lines pass the door. Two elevated lines within two blocks.

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue, at Madison Square, New York

"More than an office building"



Smith Ceramic Studios, Inc.

Originators
of unusual Lustre Combinations and
Decorations on China and Glassware
are now
maintaining a permanent display in

The Fifth Avenue Building

Studios
Monroe Ave., Rochester, N. Y. **New York** *G. H. DONOVAN*
Room 1112, 290 Fifth Avenue

Gift Suggestions Decorated Glassware Lamps and Shades

Trade Failures Fewer By 29 Per Cent

February business failures as reported to Bradstreet's were considerably fewer than in January and liabilities were also heavily reduced, while there were more failures but smaller liabilities than in February a year ago. The February total of failures was 1,651 and liabilities were \$41,173,461, a decrease of 29 per cent in number from January with a reduction of 38.8 per cent in liabilities. Compared with February a year ago, however, failures show an increase of 5 per cent, while liabilities are 45 per cent smaller. There were more failures in February than in the like month a year ago in New England, the Central West, the South and the Far West, but fewer in the Middle Atlantic and Northwestern States. Liabilities in February were smaller in every group except the Middle Atlantic States. There were fewer failures, but slightly larger liabilities in New York City than in February, 1924.

For January and February combined, failures this year totaled 3,995 with liabilities of \$105,182,911, against 3,803 failures with liabilities of \$197,742,652 in the first two months of 1924. There is here shown an increase of 5 per cent in number, but a decrease of 46 per cent in liabilities from a year ago.

Chain Store Sales Higher

The sales of the F. W. Woolworth Company for February totaled \$14,842,872, an increase of \$1,411,580 over the corresponding month a year ago. Sales for the first two months amounted to \$29,048,956, as against \$25,560,076 for the same period in 1924.

Sales of the S. S. Kresge Company for February were \$6,644,378, an increase of \$625,541 over February, 1924, and for the two months the total is represented by \$13,316,191, as against \$11,475,631, or an increase of 16 per cent.

The McCrory Stores Corporation reports sales for February of \$1,778,438, compared with \$1,612,219 for the same month of the preceding year, and for two months \$3,483,347, against \$2,964,418, or an increase of 17.5 per cent over the same period in 1924.

Sales of the F. & W. Grand 5-10-25 Cent Stores, Inc., for February amounted to \$72,478, against \$399,526 in February, 1924, and for the two months \$888,221, compared with \$778,582 a year ago—an increase of 14.08 per cent.



L'UNION CERAMIQUE

LIMOGES, FRANCE

Pattern No. 8577

One of the best selling
patterns in French
Dinnerware brought
out in many a day.
Open stock and Import

JUSTIN THARAUD, Inc.

Sole Agents

24 West 23d St.

NEW YORK

Telephone Gramercy 5150

New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street

New York

Handsome Line of
LAMPS

with Silk and Parchment Shades

Sole Agents for

THE COALPORT CHINA CO., Ltd.

Highest Grade of English China

F. WINKLE & CO., Ltd.

Earthenware

ADDERLEY'S, Ltd.

China and Earthenware

W. MOORCROFT, Ltd.

Art Pottery

STEVENS & WILLIAMS, Ltd.

Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions



CAUGHT IN THE NEWS NET



WE are glad to learn that William G. Benedikt, in charge of the china, glassware and housefurnishings for L. Bamberger & Co., Newark, N. J., is improving. Mr. Benedikt was called home by the death of his brother, Henry. He was suffering with pleurisy when he started on his homeward trip, and has been ill ever since.

The successor to the late Milton Rogers, manager of the hotel department of the John Wanamaker store, New York, is Earl Bronfield, formerly assistant to "Jack" French with the hotel supply concern of Duparquet, Huot & Moneuse Co. Mr. Bronfield is a man of considerable ability and undoubtedly will prove a wise choice by the Wanamaker concern in placing him in charge of the department. Mr. Bronfield has been with the Wanamaker store since Mr. Rogers' illness became critical last November.

Geo. H. Service, with Josiah Wedgwood & Sons of America, left on Monday for Boston from where he will work his way west as far as Kansas City with the latest creations in Wedgwood ware. He expects to be away until the end of April. E. O. Jones, southern traveler for the concern, also left at the same time for a trip over his territory.

The Herman C. Kupper, Inc., force of travelers are leaving for their respective territories this week. Arthur Renz, for New England and the Central West; Joseph Tharaud, west of Chicago; Aubrey Aiken, South; Wm. Pendril, middle west and O. M. Dixon, New England and New York State.

The sympathy of the trade goes out to Richard Kelleher with Guerin-Pouyat-Elite, Ltd., whose wife, Catherine, died February 26th of pleuro-pneumonia at the Norwegian Hospital, Brooklyn. Mr. and Mrs. Kelleher were married last April.

Miss Josephine Beaubernard, in charge of the Josephine Shop of Geo. H. Bowman & Co., Cleveland, was in New York Thursday on a buying trip.

F. Desmaison, American representative for L. Bernardaud & Co., is now on the first lap of his Western trip which will keep him on the road throughout the spring.

Harry P. Muirheid, with the Sebring Pottery Co., spent part of last week in New York, after a trip to Boston. He left Sunday for a tour of the Middle West.

John H. Ling, with William G. Mueller, Inc., left this week for Chicago, where he will spend the greater part of the month.

It is good to see Miss Minna Hube back in New York again. She seems to be right at home in her new position with Fred C. Reimer, Inc.

Chas. F. Patten, of the Edw. B. Dickinson traveling staff, opened up at Cleveland on Monday as the first stop on a two months' trip through the west and south.

Harry L. Seixas, with Edw. Boote, is spending this week displaying the concern's line at Youngs Hotel, Boston.

Geo. Bowman, of the Geo. H. Bowman Co., Cleveland, O., spent several days in New York last week on a buying trip, having arrived Thursday.

L. S. Hinman, with Theodore Haviland & Co., New York, left Saturday, for Winter Park, Fla., where he will spend the month of March.

F. L. Monroe and G. F. Robinson are in charge of the New York office of the Jefferson Glass Co., recently opened at 356 Fifth Ave.

A \$150,000 business building containing a tea shop and the China Store of George Watts & Son store, will be erected on the northwest corner of Mason and Jefferson Streets, Milwaukee, Wis., by Howard M. Watts.

K. S. McDowell Goes With J. M. High Co.

In keeping with J. M. High Co.'s, Atlanta, Ga., program of expansion, they have obtained the services of Kenneth Scott McDowell, for the past three years manager of the retail department of Dobbs & Wey, Atlanta, manager of the china and glass department.

Mr. McDowell has had wide experience in this line of merchandising, and is familiar not only with the finer grades of china and glassware, but has a well grounded experience in all types of merchandising, having previous to his coming to Atlanta, enjoyed a wide experience with the Kress organization in various parts of the south.

It is the plan of the J. M. High Co. to make their china and glass department the most up-to-date department of this kind in the south.

Chas. Emerson & Sons Sell Out

The stock of china, glassware and gift wares of Charles Emerson & Sons, 38 Main St., Haverhill, Mass., has been sold to the Leslie Dry Goods Co., of that city, who have removed the goods to their establishment and will continue the business at their store. The department is to be in charge of Miss Ruth E. Foote, who was formerly in charge with Emerson & Sons.

The Emerson firm was established in 1866 by Chas. Emerson and his two sons, Chas. Edward and George L. Emerson.

Under the guidance of George L. Emerson who travelled abroad a number of times to purchase European goods the firm became a leader in this line of trade in this section.

He retired from the firm in 1903 and was succeeded by his son, William W. Emerson, who has conducted the business for 22 years.

Graham & Zenger Incorporate for One Million Dollars—Employees Taken Into Concern

An interesting bit of news of the week is the announcement from Graham & Zenger, Inc., that their concern has been organized as a million dollar corporation. This marks the culmination of years of steady development under the guiding hand of W. P. Graham, who is widely known in the trade. Several employees who have been associated with Mr. Graham for several years, and to whom he feels no small share of credit is due for their conscientious efforts in making such a success of the business, are to acquire an interest in the firm. Mr. Schabmayr, who has been with the concern for fifteen years; Miss Roy, whose tenure totals seventeen; Mr. Bruning and Mr. Hoertkorn are those who henceforth will enjoy the benefits of an interest in the business.

The firm was started originally by Mr. Graham in 1906, the firm of Graham & Zenger having been founded in 1910. Mr. Zenger, however, ceased to be a member in 1912. Since that time the succeeding milestones on the road have witnessed a steady growth, interrupted only by the period of the war.

It is stated an announcement will shortly be issued which will be of great interest to the trade generally.

Sheldon's Directory Out

Sheldon's Retail Trade for 1925, published by J. S. Phelon & Co., 32 Union Sq., New York, is a comprehensive directory of the retail trade of the United States. It lists the representative retailers in dry goods, notions, china, lamps, glassware, crockery, and house furnishings, etc., arranged alphabetically in states and cities, giving location of office in New York and names of resident and department buyers, as well as full name and address of the store and name of merchandise manager. There are seven hundred and fifty pages of such useful tabulations besides a twelve page index of cities. The book is well printed and compactly gotten up and logically arranged, so as to be easily handled and read and contains a fund of valuable information.

Fred. C. Reimer's New Show Rooms Ready for Inspection

When you step from the elevator into the new show rooms of Fred C. Reimer & Co., Inc., at 49-51 West 23rd St., New York, a most lovely vista meets your gaze. No matter which way you turn you are greeted with colorful china and glassware from over the seas. You are in a little entrance vestibule, with two tall marble torchieres, one at each side of the doorway. Here you may stand and enjoy an almost complete view of the entire display. This is made possible by the glass partitions which are used to separate the various rooms into which the second floor, which Mr. Reimer occupies, is divided. Ebony tables and fixtures topped by glass partitions with glass shelves form a striking background for the brightly hued wares which they bear. The side walls are a soft gray which seems just the shade to make the ensemble exactly right. Bright imported scarfs, designed after the fashion of the old Paisley shawls, thrown over the table, here and there add a touch of brilliancy.

Across the entire front of the showroom, which measures about fifty by one hundred feet are five large windows. At the extreme right of this front section are the offices. At the left a small room devoted to the showing of the superb Royal Nymphenberg dinnerware. The rest of the front section displays the "Krautheim" dinnerware on large tables. Just in front of the three large windows are three tables showing tall vases in French glass and ornate bronze lamps. In this room are shown also, some short lines, silver plated baskets and bonbons, and crystal vases.

Directly in front of entrance is a smaller room devoted to Krautheim dinnerware; next to this is the Italian pottery and marble room. Next is the Royal Dux room. Here are displayed most beautiful and artistic colored figures of birds and animals, flat bowls in exquisite lemon yellow with black embossing, high comports with butterflies perched on the rim and others decorated with a ring of geese.

Through the central room are tables, long and round, showing exquisitely molded French glass in rich colorings, Italian marble, and alabaster. Opposite the Royal Dux room is the glass room. Here, shown against a mirrored background which gaily reflects the lights and colorings, are the samples of delicate Venetian glassware and Theresienthal crystal, stem lines and fancy pieces. This room is a work of art in itself. So admirably does it display the delicately modeled and beautifully colored glasswares that it seems perfect. Through an archway, from the center room, we step into the rear room which occupies the entire width of the showroom. Here on tiers of shelves about the walls and on large tables are displayed the charming examples of Schierholz artistry, in art Dresden flower goods, including lamp vases, and center pieces in new decorations.

Here and there in odd corners one comes upon

lovely bits such as tiny French lamp shades, pieces of Quimper ware, etc., each in the niche which seems to suit it best. On entrance at the rear of the showroom leads into the stock room which occupies the remainder of the floor.

The rich ebony finish with the gaily colored table scarfs create an atmosphere of warmth and richness which makes the showroom a charming spot to visit. The glass partitions were a happy choice for while they give a sense of privacy to the buyer when inspecting one especial line, they permit a view of the entire display which is most impressive to one entering the room. Mr. Reimer has every right to be proud of his new home where besides the lines formerly carried are many other innovations which he has added since moving to Twenty-third Street.

A. J. Fondeville & Co. Settled In Spacious New Quarters

To find just the right background for the display of dinner ware and fancy china is not such an easy task. The color scheme must be of such a character as to give tone and distinction to the entire room yet subdued and

neutral so as not to over-shadow or clash with the colors of the wares which are displayed against it. Eugene Fondeville, head of A. J. Fondeville & Co., however, has found that the right color scheme for his new quarters at 24 West 23rd St., New York. The new showroom, which occupies the entire street floor of the building, is one of the most charming and effective in the city. Two toned French gray is the color used for the fixtures, soft yet rich. Above this rise the side walls and ceilings in a warm ivory which reflects the light in such a way as to give warmth and mellowness to the entire room.

As one enters through the door at the right of the showroom, the entire display seems to present itself immediately, with its soft gray fixtures showing up the varicolored array of lovely wares in a most inviting fashion. Immediately at the left of the entrance are the offices, partitioned off from the rest of the space by glass and wood, beautifully finished.

The first display, at the right, which confronts one upon entering, comprises a series of shelves showing charming examples of German china in fancy goods and some exquisite French decorated crystal lamps. These are colorful and strike a keynote of cheer and beauty.



View of New Showrooms of A. J. Fondeville & Co., Showing Stairway Leading to Balcony



This View of the New Home of A. J. Fondeville & Co. Shows the Sections Along the Right Wall, Devoted to English Bone China and Sarreguemines Ware With the French and English Earthenware in the Rear

All along the right wall, extending to the rear of the long showroom, the soft gray fixtures offer their wares for inspection. These fixtures are divided into booth-like sections or rooms so that different lines may be displayed, by themselves, and the buyer need not be distracted by having too many beautiful things to inspect at once.

The first room, just behind the French crystal lamps, is devoted to English bone china, short lines—tea sets, breakfast sets and art ware. There are some very delightful examples here, of artistic workmanship in color, designs and graceful shape.

The next booth shows the well-known Sarreguemines dinnerware, French ivory body earthenware. Here, too, are a wealth of rich and gaily colored designs, hand painted all underglaze, mostly in floral treatments. These are suitable for bungalow use or any other informal home service. There are tea and breakfast sets, in fact, any short set combination desired all characterized by colors, rich, vivid and glowing against their warm ivory ground.

The third and rear room devotes itself to French and English earthenware, Bristol and Lunneville lines, with some Czecho-Slovakian china. At the left in this last room is a counter of perfume bottles and several shelves of French crystal from the Galleries de Choisy Le Roi. At one end of this counter is a door leading into Mr. Fondeville's private office which occupies a considerable corner just next to the rear room.

In the center of each boothlike room is a long counter displaying items of special interest. Under all the counters, enclosed space for stock. Through the center of the entire display room there is a series of tables covered with dainty white, showing various assortments of fancy lines.

One compartment on the left side just in front of the private office shows the well-known cosey sets and utility jugs which this concern features. Here also are shown some exquisite dessert ware and Soho pottery.

Just in front of this along the wall is a long counter with a series of shelves where a complete line of Wade's

English teapots are displayed. These are arranged in separate, assorted groups so that the buyer can see at a glance each special assortment in its entirety.

Right here one turns and ascends the stair to the balcony, where lines of Globe Pottery and Stanley hotel ware are displayed on tables and racks. Here apart from the rest of the busy life of the showroom the buyer and salesman can set at ease and discuss the sample and make selection.

Just at the left toward the front on the main floor are mahogany desks for the salesmen. One chief attraction of the new home of this concern, of which Mr. Fondeville is justly proud, is the large display window which extends almost entirely across the front of the showroom, flooding the interior with light and, by its tempting and artistic displays, adding distinction, and inviting inspection of wares within.

The basement is occupied by large stock and packing rooms. Increased space has made possible a large storage capacity, so that Mr. Fondeville now can offer the bone china breakfast sets and Sarreguemines ware from stock.

This well equipped and effectively planned showroom has a charm and appeal which is felt instantly upon entering it. The atmosphere is rich yet the general tone is one of daintiness. Both the brilliant and more delicate shades of art and dinnerware, alike are well set off by the soft grays of the fixtures. The illustrations, herewith, help to give a more adequate idea of the beauty of the showroom which words can only suggest. Mr. Fondeville is truly to be congratulated on his achievement in creating so artistic and yet effective—from the point of view of convenience—a background for the beautiful wares he offers.

OBITUARY

William Milton Rogers

After an illness dating back to the middle of last summer Milton Rogers, of the John Wanamaker Store, New York, passed on Sunday, March 1st, at a Brooklyn Hospital, from cancer of the throat, from which he had been a patient sufferer. The first evidence of the trouble which finally resulted in his death, appeared to be a cold in his throat. Failing to yield to treatment however for this condition, later diagnosis proved it to be of a malignant nature. The disease by this time had made so much progress that it failed to respond to treatment. As the result of treatment at a hospital last fall he showed improvement but this was only temporary and in November his condition grew rapidly worse until the end relieved him of his suffering. Mr. Rogers was born in Brooklyn 46 years ago and was the son of the late James Rogers, well known in the trade in the English importing business for years, being identified with the old concern of Maddock & Steel which was succeeded by Maddock & Miller, and later with Geo. Borgfeldt & Co. Shortly after his father's death, which occurred while he was a boy of fourteen, Mr. Rogers following in the footsteps of his father, secured a posi-

tion with the concern of Bawo & Dotter. While connected with this house he became acquainted with the head of the Dohrmann Co. who had known his father before him. He was engaged by this concern to go with them in 1897 and it was not long until he had risen to the position of buyer. After only a few years in San Francisco he was anxious to return East and secured a place as buyer for the H. P. Chandlee Sons Co., Baltimore, Md. This was succeeded by a connection with Ge. V. Millar, Scranton, Pa. Deciding to go in business for himself he resigned this position to go in the manufacturers agency business in Chicago, representing the Cambridge Glass Co. and other concerns. About two years ago he was engaged as buyer of the hotel department with the John Wanamaker, New York store, which place he held up to the time of his death though unable to attend regularly to his duties there for several months. Mr. Rogers or "Milt" as he was more familiarly known in the trade will be greatly missed by a host of friends in the business who had grown to appreciate him for the many fine qualities of character he possessed. He is survived by a widow and two young daughters. Funeral services were held on Wednesday morning, March 4th, with a Mass at the Holy Innocents Roman Catholic Church, Brooklyn. Those in the trade who attended the services were John Plummer, J. J. Hines, Wm. Warrin, Wm. S. Pitcairn, Fernand Desmaison, John Leyland, Fred E. Holden, John W. French, Martin Flannigan, George Harrison, Joseph McCauley, John K. Wilson and Howard R. Handy.

Death of Fred C. Foster

Fred C. Foster, for some time past buyer of premiums and household goods for the Jewel Tea Co. and former President of the Glass, Pottery, Lamps and Housefurnishings Association, Chicago, died on Tuesday, February 24th, as the result of an operation. Mr. Foster had not been in the best of health for some time, although able to be at his office almost daily up to the time of his operation. That Mr. Foster was a popular member of the local trade is demonstrated by the office he held in the Chicago association and he was well known to most of the pottery and glass manufacturers of this country and Europe where he traveled for his firm in quest of new merchandise. Funeral services were held last Friday afternoon from his late residence, 5425 Thomas St., Chicago. A number of the manufacturers representatives and buyers of Chicago attended the last services.

On Friday afternoon, January 30, 1925, Mr. Foster had left his desk and spent three weeks under the care of thoroughly competent physicians. His illness was caused by congestion of the gall-bladder, complicated somewhat in the third week by an attack of jaundice. Every method of combating the illness was tried until an operation became the only remaining alternative.

At nine o'clock on Monday morning, February 23rd, the operation was undertaken by a surgeon of his own

choosing. The operation, completed an hour later, established the accuracy of the diagnosis and was considered entirely successful. He appeared to have rallied so thoroughly after the operation that no concern for his recovery was felt by doctors, nurses, family or friends.

During the day he talked cheerfully with his family, and at nine o'clock in the evening sent them away with the assurance that he would have a restful night. Some time afterward he spoke of a sense of closeness in the room, and suggested that the nurse raise the window further and telephone for Mrs. Foster, and quietly fell asleep. So far as is known he was in no pain. He did not regain consciousness and died at two o'clock on Tuesday morning.

At Mrs. Foster's express request the pall-bearers were chosen friends and associates in his work with Jewel Tea Co. The headquarters office was closed for the afternoon. A beautiful spray of roses, sent in the name of the company, completely covered the casket. It was banked by the flowers of relatives and friends and by flowers from the Hoboken and Chicago Plants and from individual associates in the company and in the business world. Messages of sincerest regret and sympathy have poured in from firms and individuals, not only throughout the United States, but from abroad, and symbolize the high regard in which Mr. Foster was held by all with whom he came in contact.

He is survived by his widow and a son.

Harry T. Thomas

The well known Baltimore manufacturers agent, Harry T. Thomas, who had been seriously ill for the past four months, died at his home in that city on Monday, March 2nd. Mr. Thomas began to fail rapidly after suffering a paralytic stroke several months ago and for the past three months had been practically at death's door. Mr. Thomas represented several of the best known domestic factories in the business during his career and had a large following throughout the South, who regarded him highly both for his ability as a salesman and for his uprightness in his business dealings through which he had made many staunch friends in the trade.

Frank Miller

News has been received of the death of Frank Miller, for many years with the firm of G. Sommers & Co., St. Paul, Minn., who died suddenly at his home in St. Paul the last week in February of pneumonia. Mr. Miller started with G. Sommers & Co. when a boy and worked his way up to the position of manager, which he had held for the past five years. He was of a retiring disposition but won many friends in the trade by whom he was held in high regard.

Charles H. Jensen, Noted Borough Man, Dies

Charles H. Jensen, president of the Empire China

Works, No. 156 Green Street, Greenpoint, N. Y., died in Omaha, Neb., March 4th.

Mr. Jensen was on his way West with Mrs. Jensen when, on Thursday, the fifty-sixth anniversary of his birth, he took ill on a train. He and Mrs. Jensen stopped at Omaha so that a physician could be consulted. He was believed to be out of danger when death came.

Erskine J. S. Van Houten

The glassware trade in which he had many staunch friends will learn with keen regret of the passing of Erskine J. S. Van Houten, who passed on, as the result of a complication of diseases, on Thursday night, March 5, at his home at Nyack, N. Y., after an illness of several months' duration. He was sixty-four years of age. Mr. Van Houten was president of the Williamsburg Flint Glass Co., of Brooklyn, N. Y., an old established factory, manufacturing lamp chimneys, lantern and fish globes, gas and electric shades, cane tubing and specialties. Mr. Van Houten was also receiver for the Rochester Lamp Co., a founder and director of the Rockland County Trust Co. and a former president of the Nyack Board of Education. He is survived by his wife, a daughter, Mrs. F. W. L. Dressel and a son, Erskine Blauvelt Van Houten. Funeral services will be held at his late home in Nyack on Sunday afternoon at four o'clock.

New San Francisco Company to Be Launched Soon

The Pacific Housewares Co., is preparing to move into the immense, specially constructed building, erected for and owned by this new San Francisco enterprise at 5th and Bluxome Streets.

The company is a development and expansion of the former wholesale department of Nathan-Dohrmann Co., which was forced out of its former quarters, at Geary and Stockton Streets, on account of the great growth of this department and the equally big development of the retail store. The latter will remain at Geary and Stockton Streets, as before, occupying the premises exclusively for the retail business.

The home of the new enterprise occupies a lot 100 feet by 130 feet, on which has been erected the most modern reinforced 5-story and basement concrete building. The structure is the result of careful planning, designing and study of details, backed by a vast expenditure to secure the finest plant which capital and ingenuity could produce.

Among other features, the premises are equipped with the latest type sprinkler system, so that the building is absolutely fireproof and a very new conveyor system has been installed to do away with the trucking of goods.

While this business will cater to crockery and household stores and others selling housefurnishings of various kinds and will not be open to the public, the enterprise is one to which San Francisco may point with no little pride.



Encrustations Decorations Silver Deposit

The oldest concern in the business decorating glassware, we have done work for many of the finest retailers in the country and are proud to refer to our record and the satisfaction we have given.

These same concerns we have also pleased with our rich encrustations and other decorative treatments on china.

We are prepared to decorate or supply the trade with any of the following lines: Stemware, Salad Plates, Lettuce Sets, Chop Sets and Fancy Articles in glassware—together with Place Plates and other high-grade pieces in china.

*Special Designs
Can Be Created on Application*

*Our Services Are at
Your Disposal*

Flogel Decorating Works

R. H. FLOGEL, *Proprietor*

129-131 Fifth Ave.,
New York

FRANCIS H. RUHE
37 Murray St.,
Special Representative

United States Civil Service Examination

The United States Civil Service Commission announces the following open competitive examination:

JUNIOR CERAMIC ENGINEER

Receipt of applications for junior ceramic engineer will close March 28. The date for the assembling of competitors will be stated on the admission cards sent applicants after the close of receipt of applications.

The examination is to fill vacancies in various branches of the Government service, at an entrance salary of \$1,860 a year. Advancement in pay may be made without change in assignment up to \$2,400 a year.

The duties of the position are to perform such work as routine testing, assisting in conduct of experimental research tests, compiling reports, handling technical correspondence, and other related work.

Competitors will be rated on general physics; pure mathematics; practical questions on ceramic engineering, including applied mechanics; and education, training, and experience.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. civil-service examiners at the post office or custom house in any city.

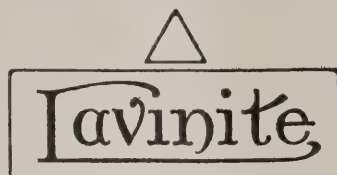
U. S. Potters Convention Proceedings Published

The "Proceedings of the Forty-Sixth Annual Convention, and Golden Anniversary of the United States Potters Association" were recently published. The Convention was held December 9th, 10th and 11th at the Waldorf-Astoria, New York. The complete proceedings of this convention are included in the publication. The book consists of 96 pages including reports of various committees, addresses made during the several sessions, lists of members and associate members, accounts of the business considered and transacted during the convention, photographs of members who passed on during the year and copies of resolutions, on the deaths of these members and closes with the Constitution of the Association. The volume is handsomely gotten up with heavy cover in gold, with attractive border design. It is a fitting memento of the so important an occasion as the Golden Anniversary of the organization.

Crockery Store to Be One of Largest in South

San Antonio, Texas, will have one of the largest and most modern crockery stores in the entire South when Newton and Weller Company's building on West Commerce Street is remodeled and enlarged, S. B. Weller, president, states.

An elevator, which serves occupants of the second and third floor, is now located in the center of the front of the building. This elevator and a lobby will be moved to the west side of the building. This work will give the store a large single entrance, with show windows on both sides.



REG. U.S. PAT. OFF.

"The Pottery Metallique"

Table and Boudoir Lamps

Vases

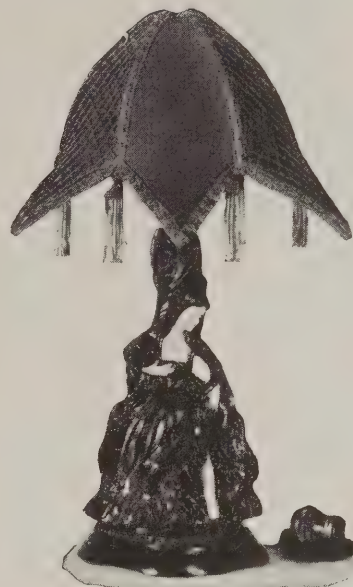
Bowls

Book Ends

Novelties

and

One Dollar Specials



Catalogue
on
Request

ART INDUSTRIES, Inc.

311-13 EAST 47th STREET
NEW YORK

Exclusive Manufacturers for U. S. A.

Catalogue
on
Request

HOPEWELL CHINA CORPORATION

Hopewell

Virginia



DINNERWARE OF DISTINCTION

NEW YORK
HARRY J. MOSKOVITZ
10 West 23d Street

Representatives

CHICAGO
W. T. DARDEN
Room 25, Palmer House



What the Trade Thinks of Myott Ware

Under date of January 28, 1925, we received this communication from one of the leading houses in the country. It tells its own story:

Gentlemen—In placing further orders with you for several patterns in English dinnerware, the product of Myott, Son & Company, we are doing so believing that the new Myott line in Ivory body is one of the best lines of English dinnerware that has thus far been produced.

Not only does the ware run uniform in the Ivory color, but the ware appears to be well selected and in point of transfers or decoration, we believe that Messrs. Myott are shipping some of the most beautiful and artistic decorations that are offered by any English manufacturer.

We think you have every reason to be proud of this line, and undoubtedly your American friends will do a very large business on the same.

Yours very truly,

JUSTIN THARAUD, INC.

24 West Twenty-third Street
NEW YORK

Lustre Novelties

—from—

The Orient



THE very newest things in lustre novelties, as well as all kinds of lustreware—can always be found here.

The shrewd business man will be captivated by everything. For, from the exquisite teaset—to the novel combination teapot, sugar and creamer—with the tea and toast set (as shown)—every item is priced to bring big profits.

Convince yourself—order an assortment at once.

TAIYO TRADING COMPANY, INC.

Importers of Japanese Wares

Chicago Office: 327 W. Madison St.

101 FIFTH AVENUE, NEW YORK CITY

New England Representative: Fuse Co., 99 Bedford Street, Boston, Mass.

REMEMBER



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



PURCHASING of the flint glass lines continues along seasonable lines and it is admitted that the volume of production for the first quarter this year will be quite in excess of the volume for the corresponding period a year ago. Many factories are still working on some of the specifications received during the January buying season. But since then there has been considerable business received through other channels, such as that forwarded by road salesmen and from the trade direct. Staples are in very good movement, while the novelty lines continue to be in active request, this demand being just a little under the volume placed in January. However, this is as expected because more buyers were interviewed during a very short time. The demand for the novelty line today is not confined to department stores only, but jewelers and gift shop dealers are quite active in buying the assorted lines. A rather good demand for the lighting line prevails, according to sales managers of these plants in the East Liverpool district and with increased activity in building this spring demand for lighting glassware will advance.

It is understood in this district that plans may be arranged whereby the plant of the Lippincott Glass Co., Alexandria, Ind., will be continued in operation although it is now in charge of Samuel G. Phillips and Harry Adams as receivers. The application for a receivership was made by the Simplex Engineering Co. of this city. For many years the Lippincott factory was very active in the lamp chimney market but later the company turned its production into light bulbs and also a general line of flint glassware for the department store and jobbing trade.

The news received here of the death at Wheeling, W. Va., of John Friedel, aged 79 years, was a distinct shock to his many friends in the glass trade. Mr. Friedel resided in Wheeling practically all his life and in his earlier years he established a china and glassware store in Wheeling which was known throughout the Tri-state district. Only a few years ago he sold this business to enter another, one that would not weigh so heavily upon his mind.

The Imperial Glass Co., Bellaire, O., is showing one of the most attractive lines of flower vases on the market. The line consists of a number of new shapes and also decorations.

Huntington, W. Va., is a rather active producing centre in a glass and pottery field. With the Bonita

Art Glass Co. establishing its new factory there, the Huntington Tumbler Co., and the H. R. Wyllie China Co. now operating, the district is vieing with Wheeling as a manufacturing centre of these lines. While the Huntington Tumbler Co. is producing a general line of blown ware the Bonita Company will confine its activity to decorating just as it did before its plant was destroyed by fire at Wheeling, W. Va.

The D. C. Jenkins Glass Co., which operates plants at Kokomo and Arcadia, Ind., is being favored with a heavy demand for its new line of sanitary mixing bowls, which line was made a strong feature by this company at the January Exposition. The company is producing a longer line this year than ever before and its distributing area has been extended considerably. In addition to its pressed tank tableware line this company this year is continuing to be a large producer of display jars, tumblers and sodas.

Wholesale confectioners and wholesale druggists are now coming into the market with specifications for the coming spring season. Many of the orders from these jobbing houses are for drop shipments although some of the houses carry stock themselves, especially tumblers and other soda fountain requisites. Complete catalogues of these items are now carried by salesmen representing these houses.

A change has ben made in the term of the directors of the Hazel-Atlas Glass Co., Wheeling, W. Va., as a result of the annual meeting of the stockholders of this corporation a few days ago. Directors elected for three years are: J. C. Brady, George W. Hannan and J. H. McNash. Those elected to a two year-term are, J. D. Biggers, D. A. Burt and J. J. Holloway. Those elected for a term of one year are: C. A. Robinson, W. H. Boshart and C. A. Hubbard. The annual statement of the company showed net profits for the year at \$931,652.48.

Louis Wohnic, of the Weston Glass Co., Weston, W. Va., has returned to his desk from a trip through the eastern market. This company is making a specialty of jellies, tumblers and goblets and because of the advancing season the general demand for their full line is declared to be active.

In order to increase its production, the Heisey Co., Newark, O., has placed an additional tank in operation.



Our New Georgian Shape—"Luxor" Decoration.

Immediate Delivery

On high class border decorations
can always be given by the

Mercer Pottery Company Trenton, N. J.

The first factory to manufacture
thin semi-porcelain dinnerware in
the United States—the foremost
ever since.

Write for samples.

AGENTS:—

Chicago—
E. M. Meder Company,
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Los Angeles—
Mackenzie de-Vries Co.
Room 805 Brack Shops

Portland, Seattle & Spokane
Eastern Manufacturers Co.
29 North Fifth St.
Portland, Oregon

Etchings in Tapestry Effects

A NEW type of etching particularly fine for footed styles of tumblers and jugs. The etching resembles closely the well known tapestry effects of artistic wall papers and forms an all-over design that gives a gray effect interspersed with the glitter of light reflected from the brilliant unetched surfaces. The items shown are No. 14185—2 quart footed and covered jug in crystal and brilliant blue foot, handle and knob.

UNITED STATES GLASS COMPANY

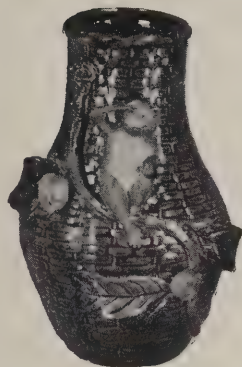
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OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—
Pottery & Glass Bldg., 954 Liberty Avenue,
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Variety Is the Spice of Sales



We have a large variety

of novelties
a regular
chinaware
ported from



as well as
line of
all im-
Japan.



Ask for Illustrated Catalogue

MOGI, MOMONOI & CO., Inc.

105-107 East 16th Street
New York



Now Is The Time

to place your orders for

Gladiolus, Cannas, Tuberose, Dahlias and other Spring Bulbs

We offer you the same at lowest prices consistent with **Quality unequalled.**

We are also **now** booking orders for **Fall Bulbs**, such as **Narcissus Paperwhites, Chinese Lilies, Hyacinths, Crocus, Dutch Narcissus, Tulips, Lily of Valley, etc., etc.**

Write for our Catalogue and ask for special prices on Quantities.

If in doubt what to order, write us, and we will cheerfully give you information and hints **"How to increase your profits."**

American Bulb Company

172 N. Wabash Ave.
Chicago, Illinois

6 Murray St.
New York, N. Y.



BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

FROM May 11 to 16 will be held the first annual New England Hotel Exposition. Arthur L. Race, of the Copley-Plaza, a director of the New England Hotel Association, is chairman of the exhibition committee. Herbert G. Summers, of the Charlesgate Hotel, secretary of the New England association, is chairman of publicity. Louis La Franche, of the Victoria, secretary and treasurer of the Boston association, and a member of the publicity committee, is particularly interested in the educational value of the exposition. Managers of the larger establishments, he says, are able to afford trips to factories where they can see the processes of manufacture involved in the making of china, glassware, furniture, linen and what not that go to make up a hotel. By bringing these exhibits to Boston the smaller hotel men are placed on an equal footing with the proprietors of the larger hostelrys, but all are equally benefited.

Joseph H. Williams, president of the Burdett-Williams Co., Boston, was chosen president of the New England Hardware Dealers Association at its 32nd annual convention last week, attended by 400 members and guests.

Other officers chosen for the coming year are Robert P. Adams, of Worcester and Henry Duncan, of Everett, vice-presidents; George A. Fiel, Waltham, secretary; Calvin M. Nichols, Dorchester, treasurer; James P. Mackey, Brookline, auditor; A. Donald Weston, Mechanic Falls, Me.; H. A. Dunning, Westerly, R. I.; A. L. Hammar, Nashua, N. H., and Dennison Cowles, Brattleboro, Vt., directors.

More than 275 furniture men were present at the convention of the Home Furnishers' Association of Massachusetts, last week, which elected new officers as follows: Hugh McLean, Holyoke, president; Felix I. Smith, Boston; John Clarkson, Waltham; William C. Fuller, Mansfield; Herman Adaskin, Springfield; W. G. Shaw, of Quincy and Lebaron Atherton, Brockton, vice-presidents; Alonzo E. Yont, Boston, secretary-treasurer.

Charles E. Osgood, president and manager of the C. E. Osgood Furniture Co., of Boston, died suddenly on Feb. 24 from heart disease at his home in Jamaica Plain. He was born in Boston in 1856, and started the business when he was nineteen. He had a nation-wide reputation among furniture men, and was prominent in many fraternal orders and active in charitable affairs. He leaves his wife, a son, Neal Osgood, associated with him in the business, a daughter, and two daughters by his first marriage.

It was a rare pleasure to meet Mr. Simondetti, of Simondetti & Co., New York, who was at Young's Hotel last week and this, and talk with him about Della Robbia and majolica and faience. Not only can he "deliver the goods" commercially speaking, but he knows the history of the craft in Italy and speaks charmingly about it. We told him, what we had just found out, that the Blaschka family, father and son, who came from Bohemia to make the glass flowers at Harvard and the glass jellyfish in the Boston Museum of Natural History, were descended from Venetian glassmakers, and Mr. Simondetti told us that the Austrians, for a half century preceding 1867, suppressed the Venetian industry for the benefit of that in Bohemia, and also that Napoleon, still earlier, had taken glass blowers out of Italy to set them up in France.

J. J. O'Toole takes Mr. Hopkinson's place in Mitchell Woodbury's hotel department and E. P. Stames takes Mr. Marrion's Rhode Island, Connecticut and Western Massachusetts territory. Both men have been with Mitchell Woodbury Co. for a number of years.

This week's roster of visiting salesmen at Young's Hotel includes Fred O. Shattuck, with George F. Bassett & Co., Harry Seixes, with Edward Boote and Harry Burke, with Theodore Haviland & Co. E. E. Wilgus has brought some of his samples from 10 High St. to Room 20 in the hotel.

Among those here for business last week were Eugene Sainson, with Vogt & Dose, Herbert K. Connor, with Carrollton Pottery Co., Justin Tharaud, Jr., with Justin Tharaud, Inc., Frank Primrose, with William G. Mueller, and William M. Taylor, with Percy N. Leyland, Inc., who goes from Providence westward this week.

V. D. Kinnan, sales manager of H. E. Hull Pottery Co. and a number of other Zanesville plants, made a trip here last week, showing vases, juvenile ware, kitchen and art pottery, also mixing bowls with decorative bands in red, white, blue or yellow. "Our business is good this year generally," he said.

Robert W. Corey's long awaited 1925 exhibit of Steubenville Pottery is now ready for inspection. The new decorative motifs, applied either to the Windsor or octagon shapes, are a rose basket medallion for the center; either birds and roses or roses and a black Grecian key or simply a thin black line for the border. Colors for the body of the ware, with or without the medallion or bor-

der, are yellow, tangerine, orange, mother of pearl, green lustre, tangerine lustre.

Pettingell-Andrews Co. have leased the four-story brick block at 403-5 Fore St., Portland, Me., and will remodel part of it as a distributing center for Maine and New Hampshire for the many electrical concerns the company represents.

Arthur H. Sargent, Jr., has been chosen to fill the one existing vacancy on the board of directors of R. H. White Co.

Chester A. Campbell is to stage two expositions at Mechanics Building this spring. The first will be the annual Home Beautiful and Building Trades Exposition, from April 25 to May 2, inclusive. The *Boston Herald-Traveler* will again instal its test kitchen.

Thomas F. Lockney, of Jordan Marsh Co., and George A. Stuart, of Mitchell Woodbury Co., are members of the building committee of eleven members for the new Elks' home in Boston, ground for which was broken Feb. 25. It is to be built by a year from next autumn and will cost \$2,411,880.

George Bruerton, formerly with Lord & Taylor, New York, has joined the Gilchrist Co. forces as buyer of kitchen furnishings. Chester M. Libby, who has resigned, has not yet announced his plans. He returned recently from a brief vacation at his camp in the Maine woods. H. T. Durgin, buyer of china, crockery, glass and lamps, is expected back Monday from Bermuda.

After serving as buyer and manager for The Temple Shops during the first fifteen months of its career, during which it has established itself as a successful specialty store carrying china, glass, kitchenware, and toys, Nat C. Clark has resigned. For the present his work is being carried on by N. I. White, president. Mr. Clark intends to start a specialty store of his own.

George Service stopped here the first half of the week with 1925 importations of the wares of Josiah Wedgwood & Sons, including some Spanish-Moorish designs in copper lustre which are as near perfection as it is safe for anything outside of an art museum to be. From Boston he went to Rochester and Buffalo, and next week he will work his way through Pittsburgh and Cleveland toward Kansas City, his ultimate goal.

If a housewife could have visited the display in Boston of J. H. Ferguson, of the G. M. Thurnauer Co., Inc., New York, she would probably have wanted to carry the entire outfit home. In the first place there was woodenware adapted to a small kitchen; secondly, cutlery for every imaginable purpose; third, molds for jellies and gems, and cookie-cutters in the quaintest shapes, as well as a fascin-

(Continued on page 64)

D. KING IRWIN

Suites 315 and 317

200 Fifth Avenue
New York

GLASSWARE

Paden City Glass Mfg. Co.

Pressed and blown table and hotel glassware. Tank or pot glass. Novelties and special items.

Economy Glass Co.

Lead blown stemware, jugs, tumblers and fancy glassware in crystal and colors. Deep plate or needle etchings, cutting and gold decorations.

HOTEL CHINA

Iroquois China Co.

Vitrified china for hotels, clubs and public use. Stock and special decorations, underglaze or overglaze.

DINNERWARE

National China Co.

La Rosa shape. Body and decorations National's standard of quality and selection.

SPODES "WICKER LANE"



WE illustrate one of our most active patterns, on Chelsea Wicker shape. The enamelling is underglaze painted in rich colorings, giving a warm and pleasing effect.

Stock carried in New York in full.
Dinnerware and Tea ware.

Send for samples and prices.

COPELAND & THOMPSON, Inc. 206 FIFTH AVENUE
Bet. 25th and 26th Sts., New York



Gammon's

**round out
Unique Service
with**

Economy Tumblers

Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.



ECONOMY GLASS CO.
Morgantown, W. Va.

ECONOMY TUMBLERS

"JUST WHAT THE NAME IMPLIES"

T. G. HAWKES & CO.

CORNING, N. Y.

Announce the opening of a permanent

New York Showroom

at

542 Fifth Avenue

Corner 45th Street

Phone: Murray Hill 10379

H. N. Johnson in charge

Cut and Engraved Glass—Sterling-Silver-Mounted and Gold-Decorated Glassware
—Colored Glassware

SIAM

An English Earthenware Pattern
Produced by J. & G. Meakin



SIAM

This is an
Open Stock
Dinnerware Pattern

Ready for
Immediate
Delivery

Samples and quotations
will be sent
promptly

THIS is an adaption of the old "Indian Tree" decoration. Combined with the beautiful embossment on the TUDOR shape it produces a wonderful and pleasing effect. The handles are traced with gold.

The KINNEY & LEVAN CO.

Cleveland, Ohio

NEW MARTINSVILLE

No. 10—Ten Inch Plate and Cheese
Compote

SUPPLIED plain or in a variety of handsome cuttings at prices that encourage you to order and make it easy to sell at a profit.

□ A new style that is making a big hit with the trade.

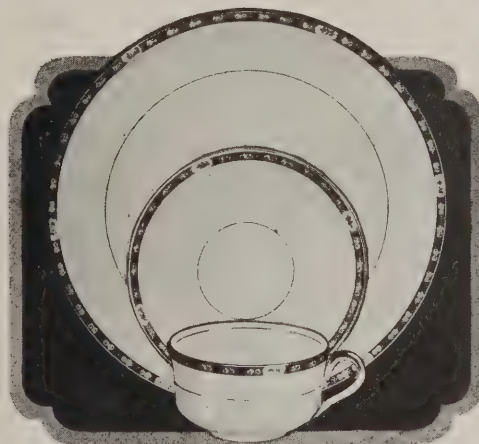


THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.

New York Representative, Frederick Skelton, Fifth Ave. Bldg

National
Quality



Ravenbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives
D. King Irwin, 200 Fifth Avenue, New York E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
F. A. Minor, 5 Prospect St., Rochester, N. Y. E. E. Wilgus, 10 High St., Rms. 301-4, Boston, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.

The National China Co.
Salineville, Ohio

We wish to announce the arrival of Dinnerware and Tea Sets in patterns and designs heretofore unseen in the U. S. A.

Your inspection or inquiry is invited.

THE EUROPEAN CHINAWARE CO., INC.

264 Fifth Avenue
NEW YORK

Entrance on
29th St.



**MAYER
CHINA**

VITRIFIED HOTEL WARE

ROUND EDGE THICK
PLAIN WHITE DECORATED

FOR

HOTELS HOSPITALS
CLUBS CAFETERIAS
RAILROADS - STEAMSHIPS
RESTAURANTS

THE MAYER CHINA CO.
BEAVER FALLS, PA.



**OWEN
CHINA**

DECORATIONS that are out-selling better known lines.

They're well chosen artistically lined, well high perfectly applied and backed by pure blue white color — high selections, gloss true. Excellent.

The
Owen China Co.
Minerva, Ohio

Pattern No. 5234.

NEW YORK
HERBERT & NEUWIRTH
Company Incorporated
25 West 23rd Street

GOLD MEDAL
ST. LOUIS
O.C.CO.
MINERVA, O.

CHICAGO
EARL W. NEWTON
and ASSOCIATES
9 North Wabash.

JUST OFF THE PRESS

"Ceramic Dictionary"

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By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price \$2.00 Per Copy

Convenient Pocket Size.

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WHAT THE POTTERIES ARE DOING



AN outstanding event in the pottery industry during last few days was the celebration of the first anniversary of the opening of the No. 6 plant of the Homer Laughlin China Co., Newell, W. Va., which is the largest single generalware pottery in the United States. It was just a year ago that the first piece of ware was made in this tunnel kiln pottery, and the big shop has been operated continuously ever since. The celebration took the form of an informal gathering of the employes of the plant in the evening. Boxing bouts, music, singing, dancing and lunch were features of the entertainment. General Manager Joseph Wells paid high tribute to the loyalty of the employes, as did W. E. Wells, Sr., secretary-treasurer of the company. Likewise other factory heads. Several of the employes of the new plant praised the company and the management for giving to the craft the most modern generalware plant known, and assured the company that hearty co-operation could always be expected from every employe. Production in this new plant has been steady throughout the last year in all departments.

A new town site is to be laid out overlooking the Ohio river north of Steubenville, O. where the new plant of the Steubenville Pottery Co. is to be located. During the last few days President Harry D. Wint-ringer of this company took title to a large tract of land upon which the new plant will be located, while the town site proposition will be in the hands of other interests. This site is about midway between Toronto and Steubenville. At Toronto is located the plant of the Gill Bros. Glass Co. Construction of the new pottery will begin at a very early date.

Information has been received here from Tiffin, O. that fire caused damage estimated at \$10,000 to the plant of the American Clay Forming Co. Only the walls of the plant remain intact. Origin of the blaze has not been determined.

On account of the severe cold weather the latter part of last week, there was a scarcity of natural gas for kiln firing and as a result there was some decrease in kiln production where kilns are fired with gas. The supply was diverted to domestic consumers during this cold period. Sunday last, however, many kilns then off schedule were fired.

New business continues to be received by the generalware manufacturers in the East Liverpool district although it is admitted that some mails are some-

what week. The volume for a week, however, is about up to normal for this season of the year. Retail buying has not opened in some parts of the country in full and such a condition is not expected to result until the opening of spring at least. However, there are many instances where buyers, both department store and jobbers, are anticipating the future and are placing their specifications with more or less liberality. Salesmen who are now on the road have advised home offices during the last week that a better feeling is being expressed by many in the trade, and of the belief of these interests that spring business will be good, and that the demand for domestic dinnerware will show a steady increase throughout the year.

Active work continues upon the improvement program at the plant of the Saxon China Co., Sebring, O. It is proposed to increase the capacity of this generalware plant about 20 percent. A Holcroft tunnel kiln is to be installed and an addition is being built to the Saxon plant for this purpose. This is the same type of kiln that has been placed in operation in the plant of the French China Co.

General demand for the full line of the Hall China Co. is excellent, according to Malcom Thompson, in charge of the commercial department of this plant. Because of the season there is a decided increase in inquiries for the hotel line, these inquirers anticipating large requirements for the summer season. Jobbers are also forwarding some very heavy specifications for the hotel and restaurant line of this factory. Their new shape teapot has proved to be one of the best items in the line this season.

Prices Average 163.1% of the Pre-War Level

Prof. Irving Fisher, of Yale University, announced today that prices the last week of February averaged 163.1 per cent of the pre-war level. The purchasing power of the dollar was 61.3 pre-war cents.

The average prices for February were 162.6 per cent of the pre-war level. The average purchasing power of the dollar in February was 61.5 pre-war cents.

Crump's index number was 161.7. Crump's average for February was 162.5.

Index numbers of the last five weeks follow:

	Fisher.	Crump.
February 21	162.3	161.6
February 14	161.3	162.7
February 7	163.7	163.9
January 31	164.4	163.1
January 24	162.1	163.8

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO'S retail stores this week opened their March Sales drive. Dinnerware, glassware and kitchenware were featured in the specials for this week in most of the big department stores. Mandel Brothers offered 100 piece Bavarian china dinner sets at \$29.50, 13-piece glass salad sets at \$2.75 and aluminum articles at 90c each. The Fair made a special of 100-pcs semi-porcelain dinner sets at \$17.95, while the Boston Store was showing Johnson Brothers 100-piece gold band dinner sets for \$24.98 and 23-pcs imported china tea sets for \$4.50. Hillman's department store was holding its 26th "Birthday Sale" and offered 32 piece dinner sets, sub-standards at \$2.98. The larger furniture stores were featuring lamps heavily this week to go with their March sales of furniture.

The syndicate which includes one of the most prominent retailers of the city and a manufacturer, is contemplating lease of the 166 x 124 foot site of the Becker-Ryan Co. Department Store, for 99 years, at a rental of approximately \$70,000 annually, which would

make a total term rental of \$9,930,000 for the land alone.

Consolidation of The Fair, Chicago's big popular priced department store, and the Kresge Department Stores, Inc. will be the outcome of the sale by the Lehmann family of the entire 400,000 shares of common stock of The Fair at a price between \$10,000,000 and \$15,000,000. The stock has been bought by S. S. Kresge, and also by the S. S. Kresge Co. and two investment bankers. Transfer of the management to the new interests will be effected within the next thirty days; according to provisions of the sale. Edward J. Lehmann, in announcing the sale of the holdings of the Lehmann family said: "We are retiring absolutely from the department store field. My brother O. W. Lehmann, and I find our interests outside The Fair, in real estate and such, have become of more importance to us, and we are therefore withdrawing to devote all our time to these interests. The Fair owns an 11-story building, fronting 190 feet on State Street, the floor space of the building aggregating approximately 893,900 square feet. The lands, buildings and leaseholds are valued at \$5,801,576. Earnings of The Fair for the fiscal year ending January 31, it is stated, will be about the same as in the previous fiscal year, when the net was \$1,267,599.

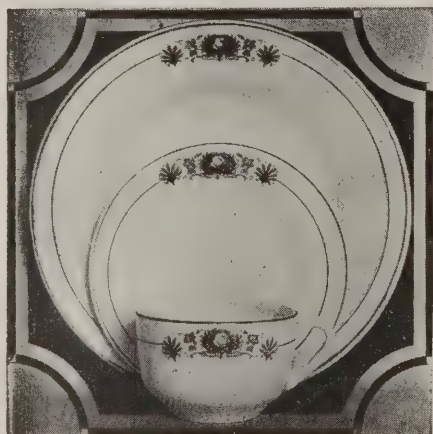
Conrad Reiche of Germany, representing Hewel & Co., a German jobbing concern dealing in china, earthenware and glassware, was in Chicago last week. Mr. Reiche has been in this country several weeks and expects to visit New York, Detroit, Cleveland, Philadelphia and Boston before returning to Europe. He is studying the possibilities of opening a branch office and sales room in Chicago, where stocks would be carried for immediate delivery. Hewel & Co.'s headquarters are located in Berlin, Germany.

Sterling Stool and Step Ladder Co., 607 Third St., West Sterling, Ill., is a newly formed company to manufacture housefurnishing goods. Incorporators are John M. Powers, Thos. McCue and Lyle B. Wilcox.

The Iroquis China Co., Syracuse, N. Y., recently announced the appointment of Albert E. Spenle, as sales representative in charge of their Chicago office, located in room 402 Garland Building. Mr. Spenle will cover the states of Minnesota, Wisconsin, Illinois, Indiana, Ohio and Michigan.

(Continued on page 64)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

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STETSON CHINA CO.

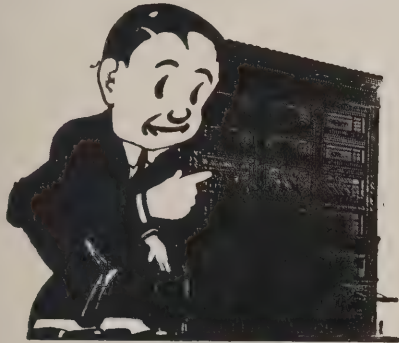
1751 West 74th Street

CHICAGO

Phone Triangle 1000

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17 N. Wabash Ave.

Buyers are urged to inspect these lines

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Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezzer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We will have available on January 1, about 4,000 square feet desirable space suitable for china, glass and housefurnishings. Will divide if necessary. Apply to

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



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Albright China Co., Room 25

Fine Dinnerware and Fancy China.
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W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring

in many dollars

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F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

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Flint Glassware,
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Etchings, Cuttings
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Quaker City Cut Glass Co. Burke Studios
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FURNITURE MART

Phone: Superior 4100

Room 930

This "card" can be made to yield big dividends. Phone Waba h 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

WANTED high class glassware salesmen willing to travel occasionally. Thoroughly experienced in blown table lines. Also glassware salesman with some advertising and catalogue experience. Apply in writing to Libbey Glass Mfg. Co., 200 Fifth Ave., New York City. Applications strictly confidential.

SALESMEN WANTED—Reliable men of experience to sell our pottery along with their other lines on commission basis. We make one of the most desirable Dinner Lines along with an assortment of Household pottery specialties unequalled by any other pottery in the United States. Will pay liberal commissions to the right parties getting good results. Address Box 184, East Liverpool, Ohio.

WANTED a young man (Christian) having some selling experience in high grade decorated glassware. Must be of good address. Reply with references, Box 468, care CROCKERY AND GLASS JOURNAL.

SALESMAN WANTED—Reliable and experienced salesman wanted to sell a popular-priced, high grade line of gold and silver decorated glassware, on commission basis. Give reference and state experience in first letter. Box 470, care CROCKERY AND GLASS JOURNAL.

FOR SALE OR RENT

FOR sale or rent. Decorating shop equipped. Two 8 tile kilns 8,000 ft. floor space, conveniently located. Address Keramos Pottery Co., 520 West 9th Street, East Liverpool, Ohio.

FOR sale or lease. China Department now operating a complete up to date stock. Owners have other business interests and cannot devote their time to the China Department. Bush and Walsh, 24 Lexington Avenue, Passaic, N. J.

DISPLAY SPACE WANTED

MANUFACTURER of wrought iron fixtures wishes to lease show room ceiling space. Prefer affiliated line around 23rd Street district, New York. Box 463, care CROCKERY & GLASS JOURNAL.

SITUATION WANTED

PRAGMATICAL man, early forties. Many years as executive in a large importing house, understands every detail of crockery and glass business, including importing, jobbing and retail end, seeks connection. Moderate salary. Address Box 469, care CROCKERY AND GLASS JOURNAL.

The Chicago Market

(Continued from page 62)

Bach Furniture Co., 5811 W. Superior St. capitalized at \$25,000 was organized last week to deal in house-furnishings and furniture. Incorporators are Herbert E. W. Bach, Bertha H. Bach and Arthur A. Mains.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

The Davidson Furniture Co., 5638 W. Chicago Ave., has been incorporated with a capital of \$12,000 to do a retail business in furniture and household goods.

American Lamp & Shade Co., Chicago has increased its capital stock \$15,000 to \$75,000.

Boston News

(Continued from page 57)

ating miscellany of other articles. Next week he goes to Springfield, Hartford, New Haven and Bridgeport.

Boston had a chance the last three days of this week to see workers from the Colonial Candle Co., Hyannis, make colored and bayberry candles, at the demonstration of "Craftsmen at Work" held at Perkins Hall by the Handwork Shop of the Women's Educational and Industrial Union. The Colonial Co. was originated by Mrs. Mabel Kimball Baker. Miss Edith Brown, director of the Paul Revere Pottery, will describe how boys and girls and men and women find pleasure and profit in making such things as "even Palissy might be proud to call his own."

The North Shore Furniture Co., Gloucester, suffered badly when fire swept unchecked through the Jacobs Block on Feb. 23 causing one death and a loss of \$100,000.

New Boston Incorporations

Edison Lamp Corp., Boston, to sell electrical fixtures; capital, one thousand shares of common stock without par value; incorporators: Thomas W. Morris of Arlington, Kathryn A. MacDonald of Framingham, and Gladys G. Moran of Brookline.

The McAuslan & Wakelin Furniture Co., Inc., Holyoke, furniture; capital \$75,000 and 250 shares of common stock without par value; incorporators, Alexander McAuslan, James H. Wakelin, William Wakelin and Edward McAuslan, all of Holyoke.

Francis H. Bacon, Boston; furniture; capital, \$50,000, and 500 shares of common stock without par value; incorporators, J. Sidney Stone of Wayland, Herbert P. Mason of Saugus and Agnes T. Phalon of Boston.

Cooley's, Inc., Boston; china products; capital, \$50,000; incorporators: Levi Cooley, Agnes G. Cooley of Newtonville; and Richard L. Cooley of West Newton.

ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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East Liverpool, O.

VOL. 100

March 12, 1925

No. 11

AS THE EDITOR SEES IT GENERAL TRADE IN WHOLESOME CONDITION

GENERAL trade continues in a wholesome condition and results for the first quarter of the year discloses further gains in spite of irregularities which appear in demand and prices, according to R. G. Dun's weekly review of business, nor is the decline in the stock market attributed to any unfavorable turn in the business situation. In fact, "reports showing larger earnings by different corporate interests give convincing proof of the improved conditions, and more divided resumption and increases have been announced. Progress in some cases has not been as rapid as was looked for, but it promises to be the more lasting because conservatism governs nearly all operations and there is a strongly-marked disposition to avoid overexpansion."

ACCORDING to Bradstreet's, a week of spring weather has found reflection in a moderate increase in jobbing and retail trade and some expansion in building operations and in buying of construction materials. "Taken as a whole, however," Bradstreet's states, "spring buying is hardly better than fair, and caution still characterizes purchases." While outputs apparently exceed consumption in certain lines and some adjustments are being made, burdensome accumulations of goods are the exception and the close approach of spring is beginning to give a renewed stimulus to buying. Such a phase is developing in the steel industry, with additional large purchases of railroad equipment and important pending inquiries for structural material and the unfilled orders of the principal producer at the end of February surpassed expectations. Seasonable activity, moreover, prevails in dry goods markets, although individual commitments are mainly for moderate lots and narrow profit margins are the rule. Advices from widely separated sections of the country

indicate a general resistance to price advances, both in manufacturing and distributing channels, and Dun's list of wholesale quotations, for the seventh consecutive week, shows an excess of declines.

RECORD of bank clearings and of freight traffic continue to reflect a large volume of general business. Another substantial gain—23.2 per cent—is shown in the clearings this week over those of a year ago, while February's total exceeds by 11.5 per cent the amount for the same month of 1924. Partly because of the activity of the Stock Exchange, the most pronounced increases are at New York City, but the combined figures for the outside centers also make favorable comparisons, and relatively few of the leading cities report decreases. For the first nine weeks of this year the movement of merchandise was unprecedented.

IT had been expected that the unfilled orders of the principal steel producer at the end of February would show an increase, but the gain of 247,400 tons was surprisingly large. As against 3,187,072 tons last July—the low point for several years—the latest report shows a total of 5,284,771 tons, a rise of more than 65 per cent. What makes the February increase the most impressive is the fact that average daily steel manufacture last month showed a further slight upturn and shipments were in heavy volume. It has been found necessary in some districts to bring about a closer balance between output and consumption, and some curtailment at mills is noted, but Chicago plants are maintaining a 100 per cent rate on the heavier products. Meantime, prices seem to be becoming stabilized at prevailing levels, as second quarter business has been entered at this basis.

Income Tax Department

Conducted by M. L. SEIDMAN, C.P.A.

Of Seidman & Seidman, Certified Public Accountants

THE accumulation of readers' questions has again necessitated the devoting of this article to answering them.

LOSS FROM FORECLOSURE OF MORTGAGE

Q. A loaned money on real estate and about two years later surrendered his claim which was a first mortgage and took instead a second mortgage for the original indebtedness plus subsequent loans. The second mortgage was recorded in December, 1924. It was foreclosed in 1925, resulting in a loss. Is this a capital loss, or may it be deducted from current profits accruing in 1925?—M. C. B.

A. A capital loss can only arise out of the sale or exchange of property held for at least two years. The transaction outlined in your letter of February 19 was neither a sale nor an exchange, as those terms have been construed in connection with transactions involving capital gains or losses. Accordingly, the loss sustained on the foreclosure of the second mortgage in 1925 can be applied against the regular income accruing in 1925, in computing the 1925 income tax.

GIFT TAX

Q. A man who owns say one hundred and fifty thousand dollars in real estate and improvements consisting of frame houses rented as residences and who is married and has one child and whose wife is living, desires to donate in fee simple \$50,000 of this property each to his wife and daughter. What gift tax would he have to pay the U. S. under the income tax law as it is at present interpreted?—J. R. F.

A. If you made gifts of \$50,000 each to your wife and child in one year, or a total of \$100,000, you would be entitled to an exemption of \$50,000 in computing the gift tax. The balance of \$50,000 would be subject to a tax of 1 per cent, or \$500.

EXECUTRIX' RETURN—TORNADO DAMAGE

Q. (1) A man and wife have been making federal income tax returns jointly for some years. The husband died July 1, 1924. The widow is executrix of the estate and all the estate was willed to her. How should she make the income tax return for the year 1924? (2) Also in the case of a tornado damage which was not covered by insurance on a home for residence purposes only and not for profit, can the expenses incidental to repairing this prop-

This is the fourteenth of a series of articles on how to prepare income tax returns, that will appear regularly in the columns of *Crockery and Glass Journal*. Mr. Seidman is Chairman of the Committee of Tax Consultants of the Committee of American Business Men. He is a well known tax expert and has written numerous articles on taxation. Mr. Seidman will answer all questions on the subject directed to him by our readers. Such questions should be addressed to this publication, attention of the Tax Editor. To receive attention, all communications should be signed by the writer. Mr. Seidman's answer, however, when published will not reveal the identity of the inquirer.

erty be deducted from the income in the federal income tax return?—W. W. Z.

A. (1) The widow should file a return for her husband for the first six months of 1924 and claim the full exemption to which he would have been entitled had he lived throughout the year. A personal return should also be filed by the widow on her own account, reporting whatever income she had for the first six months, all in one return. The widow is entitled to a full exemption for the year 1924, regardless of the amount taken on her husband's return. (2) A loss sustained through the damage of a residence resulting from a tornado is properly deductible on the tax return. The actual loss sustained must be deducted.

DIVIDENDS OF STOCK OF DOMESTIC CORPORATIONS

Q. My income is less than \$5,000. I notice on Form 1040A No. 3, Dividends on Stock of Domestic Corporations. It was my understanding that dividends on the stocks of such companies as those listed on the Stock Exchange are not taxable.—T. O. S.

A. Dividends on stock of domestic corporations are subject to surtax only. Although the form 1040A provides for the inclusion of such income in item 3, you will note by reference to item 11 that the same amount is deducted in computing the normal tax. The surtax applies only to income in excess of \$10,000.

INVESTMENTS—MORTGAGES—CAPITAL LOSSES

Q. (1) Can the entire loss of any kind of an investment which has been held for less than two years be deducted in whole from one's income? (2) Can an investor holding a mortgage on a piece of real estate which has been defaulted, and said mortgage foreclosed, deduct the amount of the mortgage as a loss? If not, when can the loss sustained by this default in the mortgage payment be treated as a loss in the income tax returns? (3) Does a real estate mortgage come under the head of capital assets; in view of the definition that a capital asset is defined as property held for gain for more than two years, even though there is no chance of a profit in such investment, being merely an investment for income of the interest only? (4) In case of real estate acquired through foreclosure of a mortgage and sold at a loss from the amount of the foreclosure price within a period of two years from the time the foreclosure was completed, can the entire loss be deducted from income, or only 12½ per cent of it?

(5) In 1923 returns was it proper to deduct from income the entire loss from the sale of capital assets?—O. L. L.

A. (1) and (2) The entire loss actually sustained on any kind of an investment held for profit can be deducted in its entirety from your income. However, when the loss sustained results from the sale or exchange of property held for two years or more, the reduction in tax on such a loss is limited. (3) Losses through the defaulting or foreclosure of mortgages do not arise from the sale or exchange of property, and accordingly, the reduction in tax on such losses is not limited to 12½ per cent of the loss. (4) Of course, if real estate acquired through foreclosure is subsequently sold at a loss within two years, the property has not been held two years, and there again the limitation in the reduction of the tax on such a loss does not apply. (5) None of these provisions applied in 1923 except to the extent that capital losses had to be applied against capital gains before a taxpayer secured the benefit of limiting his tax on capital gains to 12½ per cent of such gain.

SALE OF BANK STOCK

Q. (1) If one sells one bank stock and buys another, is he liable for capital gain on same, if he inherited same in 1921, and would he be liable if he was given same in 1918? (2) If he was liable and it amounted to \$5,000 to \$10,000, and income was derived from dividends, would it be best to pay under capital gain or under income?—E. S. B.

A. Profit realized on the sale of bank stocks is subject to tax even though the money is invested in other stocks. (2) If your average tax rate is more than 12½ per cent, which would ordinarily be the case if your income exceeded \$24,000, the gain should be treated as a capital gain and the tax in that event would be limited to 12½ per cent of the profit on the sale of stock held more than two years.

Buyers in New York

MARCH 9TH, 1924

L. Slotin, toys, Southern Notion & Novelty Co., Savannah, Ga., Imperial.

MARCH 10TH, 1925

C. E. Rau, toys, Greenway & Rau D. G. Co., Wichita, Kans., Pennsylvania.

M. Stayman, toys and dolls, Stayman's, Worcester, Mass., Breslin.

R. E. Mater, housefurnishings and china, G. M. McKelvey Co., Youngstown, O., 333 7th Ave. (J. M. Biggins).

C. R. Sebach, toys and dolls, H. H. Sturtevant Co., Zanesville, O., 32 West 35th St. (Jay & Co.).

C. McElroy, glassware and lamps, Marks-Isaacs Co., New Orleans, La., 115 West 30th St. (Weill & Hartman).

E. G. Garrison, housefurnishings, Sanger Bros., Dallas, Texas, 19 East 24th St.

S. M. Averill, lamps, J. S. Martin, china, Jordan Marsh Co., Boston, Mass., 432 4th Ave.

MARCH 11TH, 1925

E. F. Loge, china, glassware, housefurnishings and toys, Hager & Bro., Lancaster, Pa., 315 4th Ave. (D. G. Alliance).

L. Benedict, housefurnishings and lamps, Albert Pfeiffer Co., Providence, R. I., Latham.

Exports of Earthen and Stoneware

According to the Bureau of Foreign and Domestic Commerce domestic exports of earthenware and stoneware, from the United States, by countries are as follows:

Countries	Table, Toilet or Kitchen Ware		Sanitary Earthen- ware, Lavatories and Toilet Bowls		Other Earthen, Stone and Crockery Ware	
	Pounds	Dollars	Number	Dollars	Pounds	Dollars
Belgium	—	—	—	—	530	155
France	—	—	—	—	3,540	934
Germany	—	—	—	—	104	80
Norway	—	—	8	172	—	—
Switzerland ...	22	13	—	—	—	—
Canada	13,465	1,439	61	2,012	1,284,752	13,847
Brit. Honduras	—	—	2	25	—	—
Costa Rica ...	—	—	57	773	—	—
Guatemala	—	—	60	611	505	85
Honduras	1,440	256	16	212	1,452	688
Nicaragua	1,955	300	1	26	—	—
Panama	2,324	192	22	544	60,332	2,311
Salvador	—	—	10	78	70	14
Mexico	2,390	994	310	5,074	61,283	3,886
Miquelon and St. Pierre Is.	—	—	—	—	3,132	125
Newfoundland and Labrador	—	—	4	154	1,210	221
Bermuda	—	—	48	759	270	139
Jamaica	72	48	8	81	240	24
Other Brit.	—	—	—	—	—	—
West Ind. ..	669	116	7	102	851	86
Cuba	495	172	2,229	21,422	1,353,474	19,725
Dominican Re- public	—	—	14	272	273	170
Dutch West Ind	—	—	4	368	—	—
Haiti	—	—	—	—	598	107
Virgin Is. of U. S.	—	—	—	—	148	35
Argentina	—	—	242	4,191	282	139
Bolivia	—	—	133	760	—	—
Chile	—	—	51	631	142	63
Colombia	1,800	390	2,339	4,095	435	320
Ecuador	170	34	—	—	119	35
Peru	—	—	48	336	447	145
Uruguay	—	—	12	370	—	—
Venezuela	—	—	160	2,195	256	35
China	—	—	89	1,943	45	32
Chosen	—	—	—	—	70	20
Japan	—	—	91	2,144	—	—
Persia	—	—	—	—	60	22
Philippine Is..	—	—	62	329	130	63
Australia	—	—	22	209	484	172
French Oceania	—	—	3	90	840	86
New Zealand ..	—	—	—	—	2,264	203
Liberia	100	48	—	—	—	—
Other Portu- guese Africa	—	—	—	—	1,250	225
Total	24,902	4,002	4,013	49,978	2,779,588	44,192

Prices Average 163.4% of the Pre-War Level

Prof. Irving Fisher, of Yale University, announces that last week's prices averaged 163 4-10 per cent of the pre-war level. The purchasing power of the dollar was 61 2-10 pre-war cents. Crump's index number was 160 7-10.

Index numbers of the last five weeks follow:

	Fisher.	Crump.
March 8	164.1	161.7
February 28	163.1	161.7
February 21	162.3	161.6
February 14	161.3	162.7
February 7	163.7	163.9

The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER XIII—GLOST OVEN PROCESSES: THE GLAZING COMPLETED

GLOST firing — When the saggars are filled and placed in the glost oven (a similar structure to the biscuit oven) they are arranged in bungs and rings in the same manner as described for the first firing. Layers of plastic fire clay are placed between the saggars to prevent the ware being spoiled by any products of the burning. The glost oven requires less heat than the biscuit oven. The temperature is usually about 1040 deg. C. to 1100 deg. C. or 1900 deg. F. to 2000 deg. F. A quick steady fire is wanted to show up the glaze with a proper brilliancy. Sixteen to twenty-four hours is the time usually required. When coal is used for burning a better grade in large lumps is selected for glost firing because the sooner the strong steady heat is reached in the oven the better it is for the final appearance of the glaze.

Great care is necessary in the placing of the ware in those parts of the glost oven where they will be suitably heated. This is especially true where underglaze decorations have been printed on the biscuit ware. Certain colors in these decorations are more sensitive to the heat than others and change their color more readily than others as the temperature increases. Consequently, biscuit ware which has been decorated with black and brown may be placed in the hotter outer ring of the kiln while that with more sensitive colors such as pink and purple are placed in the cooler parts. Many colors of blue, green and yellow are intermediate in sensitiveness and the ware containing them is usually located in the medium heated parts of the kiln. From this practical effect of the burning it should be noted that a perfect oven which would have an equal heating power in every part would really be defective for a pottery's use. It is essential in operation that the manufacturer may burn various colors on his ware in the same oven and to do this it should not heat at the same degree throughout.

THIS is the thirteenth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

In the burning the glost oven must be heated moderately but more rapidly than the biscuit oven, because if heated too slowly the glaze tends to dullness. In cooling the glost oven a more rapid process is adopted at the outset than with the first firing but the cooling is soon slowed down when observation shows that the glaze is being solidified as it will attain by that method a higher gloss with very little risk of crackling of the glaze or cracking of the ware. When the cooling is over the glazed ware is removed with great care and carefully sorted by experienced hands into first, second or lower grade goods. Rough spots on the ware or projections are ground down and polished off. The tiny placing marks on the back of each article, if conspicuous, are smoothed down by a metal tool adopted to the purpose.

The glost warehouse for the glazed ware should be well lighted for the careful inspection required. In addition to the rank and file of inspectors a careful supervision of them is carried on by a head man who is continually studying out defects that may be overlooked in any ware and making sure that the classification of the defective ware into seconds or thirds or jobs is done according to the well known customs of the pottery trade. This head man also makes notes of where these defects probably originated and with whom, so that the faulty workers at any step of the processes may be held to account for any dereliction. It is customary to burn any biscuit ware that came through the first firing in a defective state either in an oven by itself or in special saggars located in specified sections of the glost oven. This is done to obviate the necessity of again inspecting it for first grade goods. It is placed at once among the defectives. In the best managed potteries an oven record is kept of every firing with the duration results, percentage of defective goods, quantity of coal used, state of the weather and other special facts, which record can be used for comparison in future firings.



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Colonial Homes Series

MARCH WINDS

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"A Pleasing Pattern With Rich Colorings"

Grecian Key design on dark golden brown background; with sprays of dainty pink roses and wild flowers in medallion style between gold edge lines. All handles with burnished gold.


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HOMER LAUGHLIN CHINA COMPANY

Newell, West Virginia

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OWEN CHINA

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 "It's the best spray and color line pattern I've seen"—
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Try it
 Pattern No. 6451D

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Bothering Business

"About 75 or 80 per cent of the complaints issued by the Federal Trade Commission against business concerns are unjustified," declares H. A. Toulmin, Jr., a prominent attorney, in *Forbes Magazine*.

"That indicates that, as now conducted, the Federal Trade Commission is not an unqualified success. Even the severest critics of our courts have to admit that their decisions are correct in the light of both law and justice at least 95 per cent of the time.

"Certainly no business could long continue that was not right in its actions at least 50 per cent of the time.

"There are two principal reasons for this failure. The most important one is that the Commission regularly oversteps its authority and undertakes to do things that it was never intended to do. The other reason lies in an improper organization and methods of procedure.

"The Commission's last report seemed to show it to be about two-and-a-half years behind in its work.

"On July 1, 1923, when the last report of the Commission was filed there was 232 complaints pending and awaiting action. Over a period of eight years the average number of cases disposed of by the Commission has been only a little over 100 cases per year. During 1922-23, from July to July, 144 complaints were issued and 214 were on hand, making a total of 358 demanding attention, of which only 126 were disposed of, or less than the number left over from the previous year.

"If the Commission could settle several of the major problems each year it would be doing a tremendous work of great public benefit. Nearly all business men, of large or small interests, heartily endorsed the purposes of the Trade Commission and urged the passage of the act. They felt that fair business is always good business. They wanted the broad problems of unfair competition settled, while letting business go along unhampered and with a minimum of government interference.

"To-day, however, the business interests and the public find that this Commission of limited powers has assumed itself to be the clearing house for endless private quarrels, while great matters of public policy are delayed or unattended to and the settlement of these quarrels themselves is so delayed that the participants are done grave injustice while awaiting the decisions of the Commission."

The Austrian Glass and China Industry

Austria has twenty-three glass factories with forty furnaces giving employment to 7,000 hands, according to *The Pottery Gazette and Glass Trade Review*, published in England. The crisis in the Austrian glass industry began in the autumn of 1922, in view of the stiffening in the rate of exchange of the crown piece. Only ten firms with thirteen furnaces remained at work, and over 5,000 hands were thrown out of work. In the spring of 1924 conditions improved a little, as the introduction of higher customs duties on glass and glassware, and the commercial treaty with Czecho-Slovakia, filled firms with renewed hopes, and eleven more furnaces were rekindled. The glass industry has now got its worst days behind it; perhaps the Czecho-Slovak glass masters will now change their policy. These latter own various glass concerns in Austria, and, when the crisis broke out, they were the first to close down their works so as not to compete with their own parent establishments in Czecho-Slovakia. The six Styrian firms were all at a standstill, and their trained hands emigrated to the Balkans, where a new glass industry is now being founded. The Austrian glass industry, according to a German journal, has now again been able to secure some foreign orders, especially from the Balkans; the home demand has also improved, and, at the time of writing, about 3,300 hands are again employed in the production of glass and about 500 in the glass trade; twenty-two furnaces are in full blast, and the window-glass industry is doing especially well, having again attained its pre-war level. The hollow glassware branch is also doing fairly well, but the two establishments at Fischau and Stockerau are still closed. In round and cylinder glassware some works are still closed, but those open have a good amount of work. Hands in the glass instrument (tubes, retorts, etc.) blowing industry are now all at work again; in this class of work the Austrian glass-blower is recognized as a past-master, and hence little competition is to be feared. A slight improvement is also reported from the crockery branch. In the china-

ware branch a sharp rise has taken place in prices; through the last strike in Bohemia the chinaware manufacturers there have increased their prices one-tenth, and the new Austrian duties have led to a further advance of from 10 per cent to 15 per cent. Now that the Christmas holidays have passed business has slackened again a little, and only cheap goods are being bought. Dealers hold large stocks of medium- and high-class goods which are now not easy to place. There is also not much being done for exportation. Vienna chinaware wholesalers are doing their best to re-export Bohemian china, mainly to southeastern markets. In this Bohemian makers are no longer assisting Austria as before, but are, on the contrary, putting difficulties in the way of this re-export trade; they are endeavoring to avoid Vienna and export direct to the south-east markets for their own account; but it is doubtful if they will meet with the same success, as they are not so well introduced with the importers in southeastern countries as are the Viennese firms.

Department of Commerce Reports on China, Etc.

Domestic exports of china and porcelain ware, from the United States, by countries for January, 1925, are as follows:

Countries	Table, toilet or kitchen ware		Other china and porcelain ware	
	Pounds	Dollars	Pounds	Dollars
France	300	99	—	—
Italy	—	—	12	25
Rumania	—	—	84	17
Irish Free State	80	50	—	—
United Kingdom	149	306	52	1,070
Canada	5,207	1,850	5,596	1,524
Honduras	90	30	169	36
Panama	267	253	250	51
Salvador	102	77	—	—
Mexico	4,053	1,825	11,527	3,967
Newfld. & Lab.	—	—	134	53
Bermuda	100	20	720	228
Jamaica	285	139	221	44
Other Brit. W. Ind. ...	505	129	408	85
Cuba	11,473	3,128	2,092	644
Dominican Republic ...	636	172	1,038	203
Haiti	27	16	125	30
Argentina	—	—	338	286
Chile	18	31	—	—
Colombia	226	98	117	47
Peru	—	—	684	148
Uruguay	77	81	—	—
Venezuela	60	21	220	15
China	—	—	174	128
Chosen	1,160	520	—	—
French Indo-China.....	69	9	—	—
Philippine Islands	292	60	598	148
Australia	—	—	129	26
French Oceania	60	18	—	—
New Zealand	—	—	190	31
British E. Africa	—	—	15	32
Total	25,236	8,932	25,293	8,838

Defends the Middleman

The middleman, or, under the new scientific business nomenclature, the distributor, who is often blamed for high prices, is probably a much misjudged individual. That, at least appears to be the conclusion of the National Distribution Conference which, under the auspices of the Chamber of Commerce of the United States, has undertaken an inquiry to determine how distribution wastes can be eliminated.

THE FIFTH AVENUE BUILDING

Crockery and Glass Headquarters

**Broadway and Fifth Avenue
at Madison Square
NEW YORK**

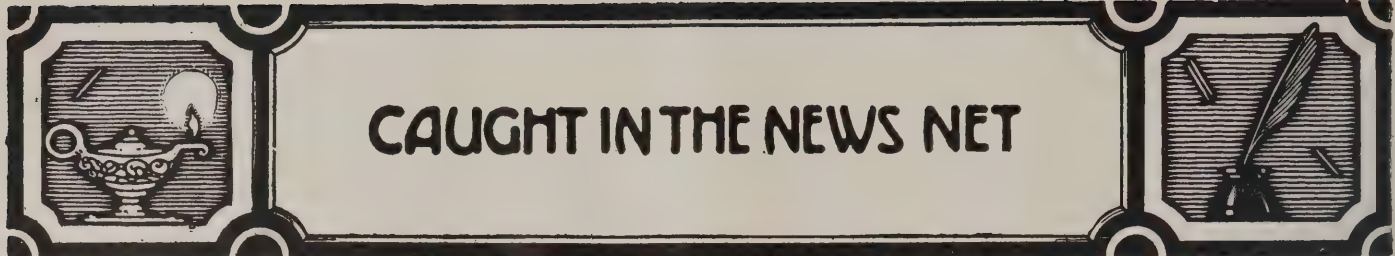
"The profession," Theodore F. Whitmarsh, of New York, the chairman, points out, "is an old, honorable and useful one, dating back at least to the days of Pharaoh in Egypt when Joseph prudently set aside a fifth of the grain harvests of each year of the seven of plenty, held it in warehouses, and distributed it over the seven lean years."

The Bible does not say that Joseph was denounced for price boosting, but he probably was. Mr. Whitmarsh added: "It unfortunately happens that there is much misinformation abroad as to what processes are carried through in bringing commodities from the source of origin and delivering them to the points of consumption. Many there are who, knowing of the prices received by the producer for a given product, and the prices they pay as the final consumer, compute the difference as a toll taken by a distributor and conclude that he gets a return out of all proportion to the service he renders. They overlook the very important fact that between origin and consumption hundreds, at times thousands, of miles intervene; that in between are countless agencies, perhaps it would be better to say that countless services are performed, all necessary in our present stage of development, to bring the commodity from the point where it is produced to the point where it is wanted."

A Course for Retail Merchants

No efforts are being spared by the Domestic Distribution Department to spread the gospel of enlightenment on retailers' problems through the many secretaries of local chambers who are eager to help in this work. A course of instruction for retail merchants is being worked out by the department and will be sent to secretaries of chambers which wish to give such a course. Chambers of commerce and other commercial organizations have been and are giving courses of instruction in the problems which beset the retailer.

Every phase of operating a retail store has been included in the course, from the selection of a site and the structure to the technical methods of organization, operation and service to the public. Chain-stores operation is also included in the course, and a few references to books and periodicals are given.



CAUGHT IN THE NEWS NET

AMONG those who have started on their Spring trips is George J. Higginson, with Johnson Bros., New York. Mr. Higginson is in Evansville, Ind., this week having left New York for the Middle West, March 2nd.

W. S. George, president of the W. S. George Pottery Co., sailed for the West Indies on Saturday last. Mr. George who is accompanied by his daughter Miss Lois George, plans to be gone about three weeks.

Hermann Siegel, head of the import department of Nathan Straus & Sons, Inc., and chairman of the executive committee for the concern is improving after an illness of many weeks. Although he is not well enough to receive his friends his condition is very encouraging and it is hoped that he will soon be on the road to recovery.

The Smith Ceramic Studios, Inc., have opened an office and permanent showroom in the Fifth Avenue Building, New York, Room 1112. George H. Donovan is in charge.

Fred W. Lorenz of B. Tomby & Co., with Mrs. Lorenz, sailed for Europe last Thursday for a trip of some length. Mr. Lorenz has never completely regained his health since a severe breakdown some months ago and he is hoping that the trip will put him back on his feet again.

Robert A. Slick, buyer for S. P. Dunham & Co., Trenton, N. J. who visited New York this week reports a very successful March sale, held recently in his department.

Elmer McGuire has moved from Kansas City, Mo., to Portland, Oregon, and has opened up a manufacturing concern known as the McGuire Manufacturing Co., jobbers of aluminum utensils, cut glass, electric appliances, household necessities and novelties on the factory to family plan.

Charles L. King, Jr., with the Libbey Glass Manufacturing Co., is ill at his home in Brooklyn. He contracted a severe cold during the Pittsburgh show which he has not been able to rid himself. He was finally forced to go to bed and it will probably be a month or more before he is able to be about again.

John B. Salterini, New York, is vacationing. He left on March 7th for California, planning to stop at St. Louis, Denver, Phoenix, San Diego and San Francisco.

Fred C. Herr with Paul A. Straub & Co., New York left last Thursday for his usual spring trip through the Southern States stopping in Philadelphia for a brief stay.

Fred C. Reimer, of Fred C. Reimer, Inc., left New York Wednesday, on his regular Spring trip, opening at Rochester, New York. He will be gone until about June 1st.

William G. Mueller, of William G. Mueller, Inc., New York, left for Chicago, Wednesday, March 11th, on a brief business trip. He expects to return on the 18th of the month.

James M. Stewart has sold his interest in the Stewart Glass Co., to C. D. Vail and C. W. Young who have been associated with him actively in the business. He will devote his entire time to the Stewart Crystal Shop on West Broadway.

According to reports from Newark, O., the Art China Co., of Banesville, has acquired property formerly owned by the Moore Machine and Tool Co., in West Newark, and will locate in that city within a few weeks.

The Idealite Electric Lamp Shade Mfg. Co. was recently incorporated in New York with a capital stock of \$10,000. I. Maxine, A. Lustig and F. Flatow are the incorporators.

Statlers Gift Shop was recently opened at Depot and Jefferson Streets, Latrobe, Pa. They carry a complete line of hand painted china and lamp shades and other glassware and china novelties.

Wanamaker's Celebrates Founder's Day

The John Wanamaker store, founded in Philadelphia in 1861, celebrates Founder's Day to-day. On the organ in the auditorium Palmer Christian, organist of the University of Michigan, will play a recital at 2:30 o'clock. Admission will be complimentary.

Earlier in the day, at 9 A. M., a programme will be held in the Stewart rotunda of the store, in which the John Wanamaker Cadet Choir of 200 voices will sing. The morning program will be as follows: "God of Our Fathers," "The Fathers Built the City," "America, the Beautiful," and a soprano solo, "Lead, Kindly Light," which was John Wanamaker's favorite hymn.

OBITUARY

ALEX. G. MENZIES DEAD

For Years One of Glassware Trades Most Popular Salesmen

It was indeed a shock to the trade to receive word of the death of Alexander George Menzies, New York manager for the Cambridge Glass Co., at his home in New York on Sunday, March 8th, following an illness of two weeks. He was at the office for the last time on Saturday, February 21st, when he was suffering with a cold and sore throat. Nothing more was thought of it than

ordinarily is of such an ailment. His exposure at that time, however, was supposed to have caused a relapse. The first condition yielded to treatment, but inflammatory rheumatism developed and he grew worse with such rapidity that he lapsed into a semi-conscious condition soon after and for several days before his death, as the disease progressed, he was entirely unconscious. It was then realized by his physician and family, that there was apparently no material means that could arrest the disease.



Alex. G. Menzies

Few have departed this life in the trade who will be as deeply mourned. Everyone in the business knew "Alec," as he was popularly known to his host of friends. Always kindly in his attitude towards others, always ready to offer a helping hand whenever possible and loyal to the last degree were outstanding features of his character, that made, and kept friends for him.

He was born in New York sixty-eight years ago and had been in the glass business since early manhood. His first knowledge of the business was obtained with the old wholesale glass concern of G. & J. Gallinger, where he rose from office boy to salesman with the firm. He next obtained a position with Usher & Osborne, manufacturers' agents of Boston who gave Mr. Menzies charge of their New York office. One of their principal lines was that of the H. Northwood Co., with which Mr. Menzies probably made his first reputation as a salesman of unusual ability.

His career in the glassware business was interrupted by the outbreak of the Spanish-American War, when he

left for Cuba to serve as drum major for the old 12th Regiment, of which he had long been a member. Following the war, in recognition of his services, he was commissioned lieutenant. Before leaving for Cuba, he led twenty-five bands in review before General Shafter at Chickamauga. He was proud of his military service and was deeply interested in all things pertaining to the Veteran Association of the 12th Regiment, of which he had acted as treasurer for ten years. He was also a member of the Spanish War Veterans, Manhattan Camp, and the G. R. Dyer Post of Foreign Wars. At the close of the war, Mr. Menzies again engaged in the glass business, taking a position as salesman with the National Glass Co., an organization composed of a group of well known factories, of which Sonny Felker was manager of the New York office. Upon the failure of the concern in 1902, Mr. Menzies took the New York representation for the Higbee Glass Co., a line with which he was thoroughly familiar through having sold it with the National Glass Co. In 1911 he made a connection with the New York office of the Cambridge Glass Co., Cambridge. He first acted as sales assistant to New York manager, Thos. Dugan and then the latter's successor, D. King Irwin. In 1919 when Mr. Irwin resigned, Mr. Menzies was made manager, a place he had held most successfully since.

Mr. Menzies was one of the founders of the Pottery, Glass and Brass Salesmen's Association, holding card number 15. There is only one lower number held by a living member. He also served as secretary of the organization in 1895. He always took an intense interest in the association and gave freely of his time in connection with its activities.

A guard of honor consisting of a detachment of militia and members of the Veteran's Association of the 12th Infantry, attended the funeral in a body, accompanying the funeral cortege from the house to the church. A bugler blew taps at the head of the flag-draped casket at the funeral services. The guard also accompanied the body to Calvary Cemetery, at Long Island City, where they fired a volley over the grave. Requiem mass was celebrated at the Church of the Ascension on West 107th St., on Wednesday morning at 10 o'clock. Mr. Menzies leaves a married daughter, Mrs. George Drought, with whom he made his home at 205 West 106th St., two grandchildren and another daughter, Miss Josephine Menzies who also made her home with them.

Those of the trade who attended the services at the church were: Arthur J. Bennett, W. C. McCartney, W. L. Orme and G. Roy Boyd, of the Cambridge Glass Co.; Oliver C. Graham and Miss Keegan, of the New York office of the above company, also John Nixon, Philadelphia agent for the Cambridge factory. Others were: Eugene Fondeville, Oscar Kopel, Wm. Albert, J. B. Kasper, Jos. McCauley, John L. Garvey, Thomas Smallwood, A. P. Doctor, John K. Wilson, Howard R. Handy and F. Calvin Demarest.



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Gold Encrusted and Hand Painted China and Glassware

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U. S. Crockery &		F. A. Wallenhorst	
Glass Exchange		& Co.	
Chestnut St.		21 N. Liberty St.	

Porcelain Has Long Been Known to World

Porcelain factories and stores are mentioned in Arabia in writing of the period of 800 A. D. The Arabian geographer, Mohammed-el-Efridi, who lived in Sicily at the court of Roger II, published, about 1154, a geographic work in which he told of the town of Djankoy, where "Chinese glass" was made. He added that there was "no finer trade than that of a potmaker or a pot designer," according to the *Detroit News*. Toward the middle of the Fourteenth century, Ibn Batuta, the Arabian traveler, described Chinese ceramic as the most beautiful in the world. The Chinese manufactured dishes and porcelain ware for a very long time.

In the history of the great Chinese empire, one reads that only certain towns and villages went in for porcelain industry. The finest chinaware was made in the province of Saxij. It was so beautiful and so much like the finest crystal that it never was exported, but was exclusively reserved for use of the Chinese emperors.

The Russian Glass and Pottery Industries

The Russian glass-porcelain combination, the Proda-silikat, is sending an important collection of porcelain and glass goods to the Lyons Fair—table, tea service, toilet sets, vases, tumblers, jars, etc. The porcelain will come from the Leningrad Government Factory and the Dulyeff and Dmitrovsk works, etc., and the glass chiefly from the Gus-Christal and Leningrad Glassworks. The exhibits, at

the close of the Lyons Fair, will be sent on to Paris for show at the Industrial Arts Exhibition to be held there. At a general meeting of Glass-Porcelain Industries Unions, held early in February, I. Ph. Soloviev said that in the year 1922-24 the productivity of the industries had improved. Labor productivity had improved, wages had risen, and the quality of the raw material, fuel, etc., had also been better. At the same time, incidental expenses had declined, and the variety of goods made had approximated more to the needs of the market. The consumption of glass and porcelain goods per head of the population was 2.2 funts (1 f. = 9-10 lb.), against 8 f. per head pre-war, which latter level it is hoped to reach in the year 1928-29. In the five years indicated fifteen machine plants for bottle-making and ten ditto for glass-making are provided for. This means larger factories and the general adoption of coal fuel. A point commanding particular attention is the proposed fire-resisting materials factory.

Employment in Upward Trend

Factory employment in New York State went up between 1 and 2 per cent from January to February. This increase is larger than the corresponding one in 1923 or 1924. In 1922, however, when industry was beginning its upward climb following the depression of 1920-1921, the gain amounted to more than 3 per cent.

This statement was issued by Industrial Commissioner James A. Hamilton of the State Department of Labor. It is based on reports from the payroll records of manufacturers of the State who employ almost half a million workers, and who are representative both of the separate manufacturing industries and the various industrial districts of the State.

One element in the February situation was the more than seasonal improvement in textiles. Another was the end of large increases in the steel mills which up to this time have been expanding operations more rapidly than any other industry. Steel is about where it was a year ago. The gain this month was quite small.

Glass Exports from Czecho-Slovakia

According to Reuters Trade Service, the exports of glass and glassware from Czecho-Slovakia in 1924 amounted to 1,600,000 metric quintals, valued at 1,240 million kronen, which, compared with 1923, represents an increase of 267 million kronen. The exports were distributed as follows: United States, 323 million kronen; Great Britain, 198 million kronen; Germany, 88 million kronen; France, 66 million kronen; Italy, 62 million kronen; Austria, 60 million kronen; Hungary, 36 million kronen; Yugoslavia, 32 million kronen; Holland, 30 million kronen; Rumania, 19 million kronen; Switzerland, 12 million kronen; Poland, 11 million kronen; Belgium, 11 million kronen; other countries, 292 million kronen.



WHAT THE POTTERIES ARE DOING



AN active campaign for new business is being planned by all generalware manufacturers, as it is proposed to keep plants in steady operation throughout the year. The volume of new business now being received by all manufacturers is up to normal for this season of the year, and considerable business booked during January is still on file. The new business campaign is to be somewhat like that which prevailed before the demand for ware was so strong during and immediately following the war period. "Made in the United States," a slogan that is now being adopted by so many different groups of manufacturers is also to be the slogan of the generalware pottery manufacturers and many dealers have begun to feature such merchandise in their various departments. Results from such boosting of American-made goods is already being felt in the pottery trade. Not only are the open stock patterns in better request, but the retail demand for dinner sets is also showing a decided increase. In fact some manufacturers are doing an excellent dinner set business, while others are exceedingly active on open stock orders.

The plant of the Art China Co. which has been in operation at Zanesville, O., for some time is being removed to Newark, O., a site fronting on the Pennsylvania and the Baltimore & Ohio railroads having been secured. A considerable part of the production of this plant is marketed through the offices of the J. J. Hines Co., New York City. The Art China Co. is decorating a general line of novelties of both imported and domestic white goods. John Lessell, one of the most noted china and semi-porcelain decorators, has created many new colors which are being used on this line. M. I. Iles, Granville, O., is president of the Art China Co. while the general management of the plant is under the charge of I. A. Foltz of Cleveland. A number of Newark business men are identified with the company.

During the last two weeks there has been no shortage of natural gas for kiln firing and the manufacturers have in some instances "caught up" with some of the time lost during the earlier part of the year, when during severe cold spells the supply was diverted from manufacturing to domestic use. All kiln firing has been resumed on normal schedules.

The new open stock patterns being shown on the new Princess plain shape of the Smith, Phillips China Co., have been in active movement since they were first shown, declared J. W. Mackey, in charge of the sales department of this plant. Featured with the more popular of the

former patterns, the line as it is shown today is admitted the strongest this company has assembled.

"We're more than pleased with the way new business is being offered. It looks like a mighty big season with us," observed Frank P. Judge, Jr., in charge of sales for the National China Co., Salineville, O. The full line of dinnerware from the plant is now being displayed in five resident sample rooms which include those located in New York, Boston, Rochester, N. Y.; Chicago, Ill.; and Milwaukee, Wis. With the improvement program finished at this pottery, the company now has a greater production than heretofore on decorated dinnerware.

Production at all plants of the Homer Laughlin China Co., located here and in Newell, W. Va., shows a steady increase. The new No. 6 or tunnel kiln plant is on a very active production schedule which is being steadily maintained. The sample room of this company is presenting by far the most elaborate assortment of dinnerware patterns ever assembled, while the new designs which have been brought out and shown for the first time this year are proving very popular with the trade.

The Albright China Co., Carrollton and Scio, O., are now featuring three different dinner shapes and the variety of decorations being shown on these shapes this year is the largest the firm ever assembled. The three shapes include an octagon, plain and fancy. A number of exclusive border patterns are to be had on two of the shapes, while new sprays are being featured on the fancy shape.

Increased production at the No. 1 plant of the Owen China Co., Minerva, O., continues and as the company is making a special feature of dinner sets, buyers have been active in placing orders for this class of merchandise. The open stock patterns placed on the market this season by the Owen company have also been in good request, especially among department store buyers. It may follow that with a more steady increase in business the new plant of this company will be placed on the active list.

The manufacturers in this district are experiencing a better demand for white ware and some reasonably large shipments are being forwarded for this class of merchandise. The mail order houses are making a special feature of white sets, and these distributing interests have been ordering stocks in rather liberal volume. The jobbing interests have also shown more activity of late in buying plain white.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



BUYERS of some certain lines of glassware have been buying only needed requirements of late, while other lines have been in very active demand. This is the general view expressed by those associated with the glass industry in this district. The lines featured in a general way by the retail dealers are in favorable movement, while the packer's lines are at this time being purchased in smaller volume, the latter dealers ordering only sufficient stocks to carry them over brief periods. This character of buying causes orders for such lines to be placed more often and take away from the manufacturers the volume business which was so active a few years ago. Staple household lines are in very fair demand and factories featuring these lines are on rather active production. Decorated novelty glassware lines seem to be holding their own, so far as factory orders are concerned and some distributors are anticipating future requirements on these special offerings.

At the first meeting of the new board of directors of the Hazel-Atlas Glass Co. held at Wheeling, W. Va., a dividend of two per cent was declared payable April 1 to stock of record as of March 21. The new board of directors of this company has organized by the election of the following officers: Chairman of the Board, J. C. Brady; president, J. Howard McNash; first vice-president, G. W. Hannan. Other vice-presidents are, A. B. Paxton, A. F. Brady and W. H. McClure; treasurer, A. L. Metzner; assistant treasurer, B. H. Bruhn; secretary, G. S. Quay. "We find business to be fair, having booked a considerable increase since January 1," declares Mr. McClure, who is in charge of sales for this company. "This is in comparison with the volume booked during the similar period in 1924. Buyers, however, are not purchasing in heavy quantities, but are supplying their needs from 'hand to mouth.'"

E. J. Barry was again re-elected president of the National Association of Manufacturers of Pressed and Blown Glassware, the annual meeting of the association having been held last week. Other officers elected include C. B. Roe, Moundsville, W. Va., vice-president; John Kunzler, Pittsburgh, Pa., secretary; Charles Voitle, Jeannette, Pa., assistant secretary, and James D. Wilson, Tarentum, Pa., treasurer. Following the annual meeting, a conference was held with officers of the employees organization relative to the summer stop, a matter that is always determined at this season of the year.

"We find business slowly but steadily improving," declared J. Cecil Fee, of the Central Glass Works, Wheeling, W. Va. "On top of this we find an increasing demand

for merchandise and each day is bringing to our desk an abundance of inquiries. It appears, however, all buyers are looking for new items just now, and as a result novelties and colored glassware are in demand. From the general outlook, colored glassware is becoming more popular each day, while the people seem to be wanting additional colors added to their lines. We are also very happy to say that the new lines we displayed for the first time at the Pittsburgh Exposition sold far beyond our expectations, and at present we're receiving repeat orders for all the lines we displayed.

Information has been received here by glass factory erectors that the Dominion Glass Co., Hamilton, proposes an extension to its plant at an approximate cost of \$45,000. This is the only general glass factory operating in Canada and the company proposes to augment its capacity in order that a still greater volume of business can be handled with greater speed.

"We have experienced a steady run during the last six months," said George Daugherty, general manager of the Economy Glass Co., Morgantown, W. Va., when in the district. "However, orders with us so far this month have experienced a slight decline, but the volume will compare favorably with the business we booked in March last year. Business during January and February was good and we have every reason to look forward to a normal demand for quality ware such as we make. Our plant is in good physical condition and our opinion is that 1925 is going to be a very active business year." The Economy has a wide line of plain and decorated glassware and a number of new items were added for the 1925 trade.

The New Cumberland Glass Co., New Cumberland, W. Va., which is featuring a special line of lighting glassware, exhibited its line for the first time this year at the New York Merchandising Fair. As a result the company secured a very favorable volume of new business.

"Some lines of glassware are in very excellent demand, while other lines are directly the opposite," says J. L. Edwards, treasurer of the Beaumont Glass Co., Morgantown, W. Va. "Especially in the lighting glassware line we find in the latter true. The reason perhaps is on account of the change in designs of lighting fixtures to take bowl lamps."

The Traffic Signal Headlight Co. has been formed at Steubenville, O., with a capital stock of \$10,000 by W. R. (Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

New Lustre China and Glassware Offered by Smith Ceramic Studios

IN the new show room of the Smith Ceramic Studios, Inc., the Fifth Avenue Building, New York are some very attractive numbers in engraved glassware in lovely combinations of amber and crystal, some decorated in solid colors, and some solid colors combined with crystal. Others are done with beautifully executed engraved designs. There are one and two light candleabra, a new candle lamp in crystal or amber with or without engraved decorations. A number, exclusive with the Smith Ceramic Studios is the stemware line with a new festoon optic in iridescent amber. In the lustre china one finds assortments of delicately tinted bonbons in mother of pearl, some with gold trimmings. There are plates and bonbons with pierced edges and with a variety of decorations. Unusual effects in mottled lustre, solid colors, including orange, blue and green iridescent, also plain lustres in blue, yellow and green make an irresistible display in various fancy pieces which are useful as well as beautiful. One lovely teaset is in bright gold with a lustre lining. Some pieces have fluted embossments which add to their charm. One line shows some exquisite combinations of blue opalescent, and solid yellow with iridescent linings and solid blue with mottled yellow linings. These various colorings are made up in vases, tea and coffee sets, solid bowls, cake plates, celery trays. There are, too, salad sets comprising six or eight plates, bowl and large plate, also oblong trays for cake or sandwiches with or without handles.

Taiyo Trading Co. Showing New Assortment

A twenty-four piece gift shop assortment in the well known Tokonabe ware is being featured by the Taiyo Trading Co., Inc., 101 Fifth Ave., New York. In this group there are console sets, tobacco jars, three footed flower bowls, hanging vases in three styles, incense burners, bookends, wall pockets, all in antique finish. Some are in dull bronze effect finish with raised maple leaf decorations in dull shades of red and green like autumn leaves. Some have red daisies with brown centers outlined in gold. There are gold mottlings merging into red and green. All bear the stamp of true Oriental craftsmanship in their sombre, yet rich colorings and gracefully modeled shapes. There are also many attractive novelties in Kochi ware. Hanging flower jars in representation of The Old Oaken Bucket, two, one at each end of a red cord, with pulley to balance them. They come in green shading into yellow with green pulley. These are lovely for sun porch, etc. Odd wall pockets for spring and summer blooms take the form of beetles and other insects somewhat fantastic in character, wise looking owls

in brown and white with touches of yellow and lavender, and one is in the form of a dog leaning on a ball.

Brush-McCoy Co. Showing Novel Lines

"Bean porridge, hot bean porridge cold, bean porridge in the pot nine days' old." Well, hot or cold no one can help enjoying the bean porridge or baked beans or whatsoever it is that may come out of a 5 pint covered stoneware crock which Brush-McCoy Pottery Co., Zanesville, O., are making and Cox & Co., 120 Fifth Ave., New York are showing. The soft oyster white ground with dull blue line decorations in band and daisy design makes a charming combination and the pot has a wide mouth and cover that fits tight and snug. For baking beans or puddings, for serving buttermilk, iced tea or fruit punch on a hot summer day, for a milk jug or whatsoever use the housewife may choose for it, it is equally well adapted. It finds its place on the kitchen pantry shelf or on the lunch or breakfast table with equal grace. Other interesting features of this concern are "Krakle-kraft" ware in blue cracklings on white ground, made up in small or large vases, for lamp bases or flower holders and several sizes of jardinieres. There are also other jardinieres in nine different sizes in matte glaze, in red, two different greens and blue. A queer clock vase or "Jug Time Clock" is made so that clock fits right into the vase and yet is so built in as to be protected from water with which the jug can be filled if it is desired to place flowers in it.

"Topreen" a New Color Combination

D. King Irwin, Fifth Avenue Bldg., New York, is showing glassware in a beautiful new combination of topaz and green, in the Economy Glass Company's line, which is termed "Topreen." The two colors are artistically combined and show to advantage in well molded consoles footed bowls in the spiral optic. There are also new covered bon bons in the spiral optic with a gracefully pointed knob. The shape is squat, broad at the base and narrowing slightly at the top and combines the two "Topreen" colors charmingly. There is a high footed bowl especially adopted for sweet peas. This bowl also comes in apple green with gold trimming and crystal with blue trimming and gold bands. A novel cream and sugar is conical shaped footed, and comes with or without covers. There are many other numbers such as vases, compots, etc., and a line of stemware in the pillar optic, featuring the "Topreen" combination. Stemware in the pillar optic has black jeweled stems are trimmed with white gold enstations. The present vogue for colored table and fancy glassware has brought out many charming designs and color effects, but none more appealing than the new numbers shown by Mr. Irwin which must satisfy the most critical taste.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE office of Kenneth P. Lockitt on the fifth floor of 99 Bedford St. has been converted into the equivalent of four salesrooms by the skilful use of woodwork partitions which form an attractive background for the shelves. Instead of walking around tables and perhaps colliding with another customer who is walking around other tables, the visitor finds himself in the center of the exhibit he wishes to see, undistracted by other wares or other customers. To the right of the secretary's desk are two rooms for the excellent blown, cut and engraved glass of H. P. Sinclair Co. On the left of the entrance is a room for the Hirsch-Malgood Co. wares, including a variety of colored spoons and sippers. From this leads an alcove for Cyril Lowe & Co.'s cut and engraved glass, and the soda fountain and hotel wares and decorated and iridescent stemware and colored water sets of the Mound City Glass Co.

George H. Wood sailed last Saturday on the *Conte Verdi* for Italy, on his annual buying trip for R. H. Stearns Co. He will spend some time in Paris and London, and will return about the last of April.

Friends of Carroll Robinson, merchandise manager of Jordan Marsh Co. and Miss Anderson, buyer of art pottery for the same store, both of whom caught gripe soon after arriving in Europe, were relieved to hear that both have now recovered and are making up for lost time.

Coin gold lattice, and enamel flower decorations on black and black decorations on jade are the newest things to be put out by the Fenton Art Glass Co. and displayed by H. P. & H. F. Hunt Co. The Westmoreland Glass Co. has reproduced a Sandwich Glass Co. salt cellar or nut-dish in the form of a setting hen, in amber, green, white and blue in satin finish.

H. P. & H. F. Hunt report a considerable demand from gift dealers for the Chinese engraved pewter and brass of the Frazer Co. These include boxes, trays, tea urns and stands, candlesticks, cigarette stands and paperweights.

S. M. Averill, John Martin, Percy Messenger and Joseph C. O'Connor representing the buying force of Jordan Marsh Co., in lamps china and glass, were all in the New York market this week.

The glass at Jordan Marsh Co. will henceforth be seen against a mahogany background. Cases with in-

direct lighting have been built in front of the windows where the shelves were formerly. The new arrangement makes good ventilation possible without annoyance from sunlight and drafts.

A harbinger of the summer tourist season, Perry J. Murphy, dropped into Boston last week from Bridgeton, Me., where he has a gift shop the year round, with a summer branch at Harrison for the benefit of automobilists, campers and cottagers.

About April 1, C. G. Campbell will complete his work as assistant buyer of housefurnishings for Jordan Marsh Co. and go to Hutzler Bros., Baltimore, where he is to establish a new department of housefurnishings, electrical appliances, paints and hardware.

Samuel Snyder, for several years with Jones, McDuffee & Stratton, started last week to cover his new territory of Michigan, Ohio and Eastern Indiana.

George A. Granville has taken over the New England representation of the Lotus Glass Co. The full line of samples in decorated and gold encrusted ware are now on his tables, opposite the alcove reserved for Lotus stemware.

Among the salesmen in Boston this week were Arthur G. Renz, with Herman C. Kupper's Ahrenfeldt French china, English earthenware and Venetian glass; Henry H. Thomas, featuring the burnt orange and yellow vases and candlesticks of the Roseville Pottery Co., on his way west to Buffalo; Harry Godfrey, with silk shades, trays and ash-trays from George C. Kindt & Co.; "Dick" Keene, concluding his trip East from Chicago with trays, mirrors, pictures and desk sets of the Reuhl Moulding Mfg. Co. all at Young's Hotel; and M. V. Turchin, manufacturer of lamps and mica shades, at the Hotel Brewster.

New eating-places continue to thrive in the wholesale district between Summer and State streets. The latest is Holt's Cafeteria, opened Wednesday in the Insurance Exchange Building, Broad St., with a capacity of 500. Mitchell Woodbury Co. supplied the china, glass and silverware.

A. H. Hews & Co. have leased warehouse space at 209 Richdale Ave., North Cambridge, to the Holland Furnace Co., Holland, Mich. The building is on a
(Continued on page 31)

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers
of Lamps, Shades and Their Accessories

BY BEATRICE MILLER WISNER

Handsome Bavarian Lamp Mounts

THE superb beauty of Bavarian china is exemplified in the superior lamp mounts being shown by M. Rosenbaum & Sons, importers, 18 West 23rd St., New York. The beautiful coloring is a noticeable feature of the china in its exactness and smooth finish, showing plain colors and combinations perfectly treated, with from three to four different sizes in each shape, thus giving a complete size line from which to choose. Another new feature of decoration introduced by the firm, is the several colors employed producing a harmonious blending of tints with no blotching or smearing of the various colors used. This is a highly effective accomplishment in assembling colors and is exceedingly popular, inasmuch as it allows the purchaser a free choice of lamp shade color, not confining one to any particular tint, as any tone will harmonize with the novel treatment of these lamp mounts. Lovely plain colors show many floral and conventional decorations. Green, the season's vogue, and beautiful jade is exhibited in all the popular color grades. The firm have also introduced a novel china lamp base, decorated in plain gold, which is particularly attractive in reproducing the French style of modeling and, also, mounts entirely moulded of china. These enable the assemblage of the entire lamp at a moderate cost for fittings. A variety of lustre ware mounts in a number of colors, including, blue, rose, yellow, orchid, heliotrope, maroon, amber, grey, seladon, carmine and other colors, add to the large range of beautiful mounts on view. The cast brass bases, exclusively designed for the concern, are exceedingly handsome and novel in artistic modeling, featuring many shapes. The illustration herewith is one of the concern's beautiful mounts, showing artistry in the novel method of combining colors.



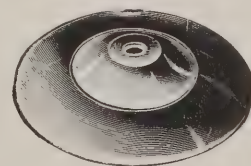
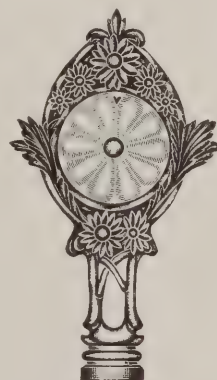
Lamp Shade Trimmings of Beauty

Written description of the fairy-like loveliness of Chas.

Bloom, Inc., show rooms, 15 East 26th St., New York, could not possibly portray the marvelous beauty of the display which includes exquisite pillows, boxes, dolls, both undressed and attired in the most attractive costumes, and other specialties, trimmed and decorated with the firm's beautiful and unusual novelties. The lamp shade models shown are especially attractive, demonstrating the use of some of the "Bloom" fine tinsel, braids, galloons, tinsel laces and allover. Tinsel ornaments, bullion fringe, garlands and bud trimmings in a large variety of designs, unite in making a perfectly harmonious and decorative shade of exceeding beauty. Color and unique development of these beautiful novelties and ornaments are a delightful conception in trimming effects. These original creations are well adapted to enhance the beauty of the newest designs in lamp shade fashioning, giving a touch of elegance to the season's models.

Artistic Lamp Fittings

The Rodale Mfg. Co., 492 Broome St., New York, are showing a most interesting and artistic collection of fine bases, lamp tops, clusters, vase covers, etc. The designs include fancy and plain models and are novel and of excellent construction. The cast metal bases come in fifteen sizes and the vase covers in all sizes. These are fine examples of the firm's craftsmanship in executing exclusive and distinctive models. The lamp tops are decorative and finely developed showing skill and novelty in the manufacture of lamp embellishments. These lamp fittings are of practical and ornamental design and well adapted to the up-to-date lamp mount or vase. With the addition of these fine lamp mount accessories the lamp is



materially beautified, producing an attractive and artistic unit. The firm are also manufacturers of shade holders, Christmas tree accessories and electric specialties, heaters, pads, etc.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

RETAILERS in Chicago are entering one of their best seasons for the sale of dinnerware, glassware, and housefurnishing lines. The latter weeks of March and through April and May are generally considered the most active season for the refurnishing of homes. The larger Chicago stores have already commenced their drive for this business and will get in their biggest volume of sales before the warm weather sets in. This week Mandel Brothers offered many specials, among them being imported cups and saucers with underglazed decorations in sets of six pairs for \$1 per set. This store also sold green glass stemware and salad plates in sets of one dozen for \$5. The Fair is featuring a special sale of china and glassware this week, offering 100 piece dinner sets at \$16.95 and 23 piece imported lustre tea sets for \$8. A special was also made here and six piece mixing bowl sets at 98 cents. The Boston Store continued their annual March sale of dinnerware this week, featuring 100-piece American porcelain dinner sets with conventional border patterns and gold handles at \$19.95. Other domestic sets sold up to \$35. Weiboldt's two outlying department stores this week sold semi-porcelain dinner sets, the

Mayflower shape for \$17.40 for 100 pieces. Serving trays at \$1.43 were also a feature here.

Among the buyers in Chicago this week were the merchandise men for the National Department Stores, Inc., headed by Sidney Salomon. This group buys for fourteen department stores including The Rosenbaum Co. of Pittsburgh, The Bailey Co. of Cleveland, B. Nugent & Bro. of St. Louis and Frank & Seder of Detroit, Pittsburgh and Philadelphia. Headquarters were maintained at the Congress Hotel.

A meeting of the Glass, Pottery, Lamp and Housefurnishing Ass'n was held at the Hamilton Club on Thursday of last week. The attendance at this meeting was small and matters of routine business were taken up. Fred. Renshaw, vice-president of the association, was the presiding officer for the day, owing to the absence of Sam. T. Natkin, president, who is in Europe at the present time. A motion was carried for the secretary to send a letter of condolence to Mrs. Fred C. Foster, pertaining to the death of Mr. Foster, who was formerly president of the Chicago association. The question of future activities of the Chicago association was also up for consideration. While the recent local show room exhibit was declared successful for those participating, some sentiment was shown for a return to the Hotel exhibit next year. It was pointed out by some of the members that the buyers expect to see more than the Chicago show rooms can offer when they come to Chicago. In other words they expect to see some of the imported and eastern lines which are not permanently shown here. With the experience of the Chicago association in various types of shows during the last four years, it is now evident that the imperative need of the Chicago trade is a building of its own, devoted exclusively to glass, china, lamps and housefurnishing lines. The advantage to the buyers in seeing many lines under one roof cannot be denied, and the advantage of seeing complete lines such as offered in the permanent display rooms is equally important. A building exclusively for the trade would solve the question.

The Eastern Importers and Manufacturers, who held their first exhibit at the Morrison Hotel during February, will again hold a display in the Chicago market the last week in July and the first week in August. Two floors of the Morrison Hotel have been reserved. These dates correspond, for the second week, with the dates previously established for the Chicago Gift Show to be held at the Sherman Hotel.

(Continued on page 30)

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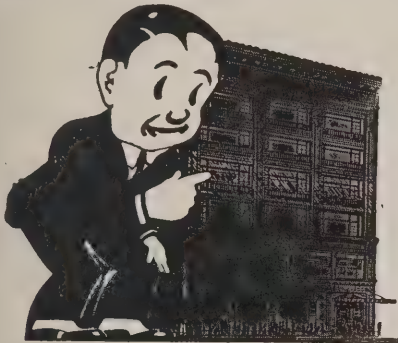
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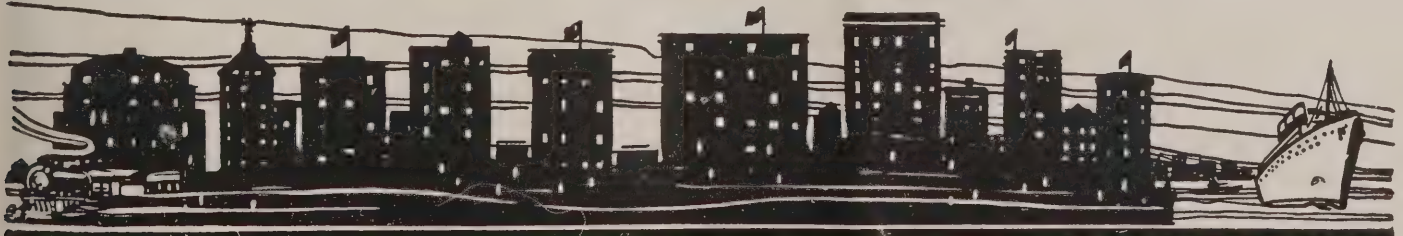
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REPRESENTATIVES in New York and San Francisco and salesmen for other territory to sell high grade line of decorated and etched china. Jobbers or individuals who can get goods into the department stores. Will pay good commission. Communicate with the LeRoy Studios, 1405 Grace St., Chicago, Ill.

COPENHAGEN Porcelain. Traveling salesman visiting high grade China and Jewelry trade to carry as side line COPENHAGEN Animals, Birds, Vases, etc. Excellent opportunity to become affiliated with one of the Old World's finest Art Porcelain Manufacturers. Apply to Axel G. Lober, Sole Agent U. S. A. Bush Terminal Sales Bldg., 130 West 42nd St., New York.

SITUATION WANTED

PRACTICAL man, early forties. Many years as executive in a large importing house, understands every detail of crockery and glass business, including importing, jobbing and retail end, seeks connection. Moderate salary. Address Box 469, care CROCKERY AND GLASS JOURNAL.

Glass Factory Activities

(Continued from page 24)

Alban and Walter Sheehan. This is a patented device that will be made of glass and will be so arranged that the driver of an automobile can indicate to the driver of a car following the direction in which the car is to turn from the highway.

Walter F. Jones has become associated with the sales department of the Paden City Glass Co., Paden City, W. Va., and will cover all the western territory, according to announcement just made by David Fisher, president of this company. In addition to Mr. Jones, Frank B. Tinker has been appointed Chicago representative for this line. The company has plans arranged for increased production, and proposed to erect a new decorating lehr in the very near future, which will give the factory a greater production capacity. "Business conditions at present seem to be on the upward trend," Mr. Fisher said. "At the present time we are going the limit in production because of the large volume of business we have on file

WILLIAMSBURGH FLINT GLASS CO.

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FAMOUS MOSS AZTEC FINISH

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South Zanesville, Ohio

New York Office, 16 West 23rd St.

and there seems to be no let up in the receipt of new specifications. In all, 1925 should be a good year for the industry and we believe that the trade in general realizes this fact."

The Chicago Market

(Continued from page 28)

W. T. Darden, recently appointed manager of the Chicago office of the Hopewell China Corp., became a proud grandfather on Feb. 23rd, when a baby boy arrived at the home of Sperry E. Darden, his son. The youngster was named for his grandfather, William T. Darden, II.

Grant's Art Galleries, dealers in bric-a-brac, lamps, bronzes, silverware and art furniture, for some time past located at 32 S. Wabash Ave., must vacate their present location by April 15, due to the fact that the building they occupy will be wrecked in the near future.

The Fair has increased its capital stock from \$6,000,000 and 150,000 shares non par value stock to \$6,000,000 and 450,000 shares of non par value stock and also increased the number of their board of directors from five to seven. The new stock issue of the company will be offered to the public this week.

Actual construction on the \$6,000,000 group of buildings to house the Kansas City branch of Sears Roebuck & Co. started last week.

M. H. Sampson Fixture Co. has increased its capital stock from \$2,500 to \$20,000.

Kessler Bros., retail furniture dealers, last week secured lease for their third store to be located at North Ave. and Western Ave.)

"AMERICA'S LEADING CERAMIC MATERIAL HOUSE"

LIQUID MATT BURNISH

WHITE GOLD

"WILL NOT TARNISH"

USE IN PLACE OF SILVER & PLATINUM DECORATIONS
ON GLASS OR CHINA

THE ROESSLER & HASSLACHER CHEMICAL CO., NEW YORK

CHICAGO
KANSAS CITY

PHILADELPHIA
BOSTON
SAN FRANCISCO

CLEVELAND
PITTSBURGH
BALTIMORE

TRENTON
NEW ORLEANS

Boston News Notes

(Continued from page 26)

siding of the Boston & Maine R. R. and will be used as a distributing point for Boston and suburbs.

Gerald J. Rosenfield Co. announce new samples of the Diamond Glass Co., New Martinsville Glass Co. and Jeanette Glass Co. They are also agents for the Patent Novelty Co. of Fulton, Ill., featuring new clothesline reels taken over from Hugro Mfg. Co. of Warsaw, N. J., as well as the Polly Prim long handled dustpan. They also represent Guth Stern Co. in the standard vacuum bottle, which is held by its shape rather than by a spring.

J. Masse, beside being associated with Rosenfield, has rooms on his own account at 116 Bedford St., where he is showing twenty different patterns of the Atlas China Co., Brooklyn, in encrustations and glass decorated by the J. D. Bergen Co., old cut glass people, of Meriden, Conn., whom Mr. Masse represents in New England, Albany, Troy and Schenectady.

Summer booking look good even to firms which admit spring deliveries below last year. The hotel demand strengthens one section of the trade. Hand to mouth buying and small orders seem general for all grades of merchandise. Buyers apparently prefer the chances of a falling market to the discounts offered on large orders. Retail trade seems to have broken about even with last year so far in 1925, with March sales an unknown quantity.

Buyers in Boston last week included "Charlie" Conant, also in New York for toys for Porteous, Mitchell & Braun Co., Portland; J. J. Fagan, buyer of china, glass and kitchenware for Scharffenberg & Robinson, Pawtucket, and James H. Mahoney, Jr., merchandise manager, and George Thibedeau, buyer of china, glass and housefurnishings, for the Star Store, New Bedford.

JUST OFF THE PRESS

"Ceramic Dictionary"

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By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

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Demarest Publications, Inc.

Publishers

45 East 17th St.

New York

"Nate" Gilbert, formerly buyer of china, glass and housefurnishings, with J. R. Libby Co., Portland, is now with Pfeifer's, Providence.

George A. Gagnon Co., general store, St. Agatha, Me., has been chartered with a capital of \$25,000. It is a general store, with George A. Gagnon of Frenchville as president and treasurer.

Matheson-Higgins Co., Inc., Boston; advertising novelties; capital, 500 shares of common stock of no par value; incorporators, Murry Matheson, Beachmont, Arthur H. Higgins.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Linés. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass. Mfrs. of Lamps. Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China. Earthenware and White China Fancies. Phone. Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery. China and Glassware for immediate delivery.

GUERIN POUYAT ELITE, LTD., 43 West 23rd St.,
Limoges China, Royal Crown Derby, Baccarat (French) Glassware, Aculus (English) Glassware, Alderson & Gyde, English Brass Reproductions.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros.' Teapots. Wileman & Co., China.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades

PAUL A. STRAUB & CO., 105-107 Fifth Ave.
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Porzellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room. Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

DIAMOND GLASSWARE CO., Fredk. Skelton, Representative, 200 Fifth Ave.
Colored and Iridescent Glassware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton. Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Abbe-marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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No. 12

AS THE EDITOR SEES IT BUSINESS DECLARED GOOD

IN spite of the natural disquietude inspired by the decline in the price of wheat and the slump in the stock market business conditions throughout the country are generally sound, in the opinion of both Secretary Mellon and Secretary Hoover. According to the Treasury-Secretary the general business structure of the country is in good shape and such developments as the financial difficulties of the Chicago, Milwaukee & St. Paul Railroad will only bring a pause in industrial progress until the effect of that situation upon the nation generally is understood. It is his view also that the decline in wheat prices should not have any bearing upon present conditions, as most of last year's wheat crop is out of the hands of the farmers and the fall in the market will not be reflected in the purchasing power of the agricultural districts.

SHOULD the low level of wheat prices continue until the new crop comes in Mr. Mellon feels that the situation would be altered, but he regards the uncertainties of weather conditions and other factors which affect the crop as too great to permit of any forecasts of the 1925 wheat crop as yet. The coal industry in the Treasury-Secretary's opinion is a sore spot economically speaking, the industry suffering from too much competition and many of the union mines operating a loss. Nevertheless he does not believe that there is any cause for pessimism and sees encouraging signs of business development during the coming year.

MR. HOOVER regards the drop in the stock market and the wheat market as producing losses to the speculative element rather than to the industrial and com-

mercial interests of the country. He points to the fact that production is going on at a high rate, and that employment, which is the criterion of conditions, is increasing. Mr. Hoover estimates that 85 per cent of the wheat crop is out of the hands of the farmers so that the slump in wheat prices at this time is not a serious problem for the country at large. He feels that fundamentally conditions throughout the country are on a sound basis and regards the situation abroad as encouraging.

THE mechanical motions of business are unquestionably above an average which it is customary to call—not a little vaguely—"normal." Steel production continues at a very high rate. The railroads earned in January 5.42 per cent on their valuation—a rate of return more than 1 per cent greater than in any other January since 1920. The unfilled orders of the Steel Corporation were larger by 247,000 tons at the end of February than at the end of January, the total of 5,284,771 being the largest since the end of September, 1923. It would seem—or might seem to the unwary—that all these signs together must infallibly spell general prosperity. Yet it is very clear that the business community does not consider the present state of things real "prosperity." Within certain narrow lines, here and there, business is "good." Taking the country and all industries as a whole, hardly as much can be truthfully said. Spring trade in merchandise lags unexpectedly in most quarters; and in other directions there are conditions well worth a careful study and appraisal.

Better Business By Better Methods



VERY one of us sees with prejudiced eyes his own merchandise and his own methods.

There is no way of changing this. It's human nature. On the other hand, we all look or try to look

upon our neighbor's store, his advertising and his goods—with fair and unprejudiced judgment. With just but merciless accuracy we pick out his weaknesses, uncover his evasions or half-truths and discount his prejudiced enthusiasm.

I know you take all kinds of precautions—shop all your advertised items—make the strictest kind of truth-telling policies—punish promptly willful misrepresentation (where you hear of it)—and all that. So do we—and yet we know beyond question that our advertising is not without its faults. And, what is more important, we know positively that few, if any, people accept it as 100 per cent true.

But how many of us have increased our advertising expense recently faster than our sales have grown? How many of us are worried by this increase?

What are we going to do about it?

Here's my suggestion: First, to make sure as far as humanly possible that our advertising is worthy of belief; Second, to convince people of this so that they will read it, believe it and respond to it.

What we say cuts no figure. What the reader thinks and believes is all important. With publicity expense in our larger stores running from 2 per cent to 5 per cent and even more on every dollar's worth of goods sold, it's our duty as good merchants and good citizens to do what we can and do it quickly to reduce this important part of the high cost of distribution.

So far we are all agreed. Now as to the method of procedure. We have said that the most honest of men cannot check the truth of his own statements any more than he can lift himself by his bootstraps. It can't be done.

This checking must be done for us. Obviously, we as competitors, cannot do it for each other. There must be some impartial, unbiased, independent authority with power equal to the size of the job—some person or organization so situated as to have the confidence, respect and cooperation of all merchants.

In forty-two of our principal cities today there are such organizations. New York has one, so has Boston, and Cleveland, St. Louis, Buffalo, Baltimore, Indianapolis, Kansas City, Los Angeles, San Francisco, Seattle and so on.

Known as Better Business Bureaus or Commissions, each of these organizations is an independent corporation, managed and financed locally, officered and directed by leading citizens of the home town.

Some are better organized and better managed than others. The New York Bureau today has confined itself largely to the financial advertising field and is strongly

A Discussion of the Practical Value of a Better Business Commission Made Before the National Retail Dry Goods Convention

BY LOUIS E. KIRSTEIN

William Filene's Sons Company, Boston, Mass.

supported by the New York Stock Exchange. Other bureaus work entirely in the mercantile field. Our Boston Better Business Commission functions actively in both fields, operating through two distinct departments, and is supported

by both mercantile and financial concerns. This is probably the best form.

My own firm contributed \$3,500 this year to the funds of the Boston Better Business Commission. Why? Not because we have not an adequate publicity organization—sixty-two persons are on our publicity payroll. Not because our policy on truth-telling is not well defined. Here it is—as it has read for many years:

"No exaggeration, no misleading statements, and no half truths shall be made under any circumstances in connection with any of our publicity. Any statement of which we do not have absolute proof in our possession at the time it is printed is to be excluded from all our publicity."

Not because our advertising was not at least as reliable as that of the average store. No! We spend this money, and we are willing to spend more for just one reason—because we feel sure that every dollar spent in that way will return to us a hundredfold in greater response from advertising more widely read and more thoroughly believed.

The Boston Better Business Commission under its present management is three years old. In the beginning we encouraged it, thinking it a good thing to help regulate the crooks and the fly-by-nights. Much to our surprise, it did not function that way.

When Edward L. Green took hold of the Boston Commission he confined his attention for some time almost entirely to the leading stores—those stores whose advertising and methods had generally been considered most reliable.

We found ourselves criticized by the commission for deceptive and misleading advertising. We felt very much aggrieved and correspondingly irritated at being criticized for what we considered trivial matters. And so we sent for the manager of the Boston Better Business Commission one day when we had been criticized for using "flannelette" without saying it was "cotton." We said to him: "Look here, instead of getting after us on a little matter like this, why don't you get after some of the little fakers around town?" He looked at me squarely in the eye and said: "That's what the little fellows ask me about you, why don't I get after the big fakers and clean them up?"

When we looked at the thing fairly we found we were as open to criticism as anybody and that unless the big stores cleaned up their advertising first, so that the commission could point out what they had done, it was hopeless to try to clean up the smaller advertisers. So long as the big, rich stores were spotted, the little fellow felt he was safe in being off-color. So long as the big fellow did as he pleased, the commission was helpless against the argument of the little fellow and the crooked fellow when

they said that it—the commission—was merely a hireling of the big fellows set up to persecute and put out of business their smaller competitors.

Furthermore, while the misuse of "flannelette" may not in itself be a big or important thing, it is the sort of thing that provides an alibi the fraudulent dealer uses for his gross misrepresentations. It is an important link in the chain whereby all fabrics and materials become gradually debased until the original significance is entirely lost and the public confused, and, as all of you know, confusion makes deception easy.

So in Boston the leading stores have taken on the burden and are carrying it cheerfully. The commission, representing us, if you please, but also representing our competitors and the public, too, is telling us what we shall say in our advertising. Irksome? Not at all. No ruling is made by the commission until all have been consulted. Frequent meetings are held by the manager with the advertising men of Boston stores. A merchandising board, made up of local store experts, advises the commission on all technical points. A similar group does the same work in the financial field. Every once in a while the leading merchants in a special field, such as furniture or jewelry, are called together for a powwow on the condition in that field and consultation on new or improved rulings.

And so now, thanks to the Boston Better Business Commission in Boston, we call things by their right names.

The Boston Commission has pointed out some other interesting things that it would have taken us a long time to discover for ourselves. For instance, they have shown us that when we say "fast colors" we are using a loose term. A waist may be fast to boiling, fast to sunlight and fast to laundering, but if a customer buys it and perspires the first time she wears it and the waist turns color she doesn't care a hoot about the other claims and makes up her mind you lied.

All of these rules and many more were discussed and accepted by us before being put into effect. And all of us are checked up on them constantly by the commission's shoppers. Daily we get reports from the commission—pink if unfavorable, blue if favorable.

And if you want any more evidence of the need of such a commission I would like to show you some of the pink slips we receive in a store that prides itself on the accuracy and honesty of its advertising. During the last year the count stood fifty-four pink and 101 blues. (Incidentally, each of these reports, pink or blue, carries an intelligent comment on the service received from the salesperson, which by-product alone some of us think is worth the cost of the whole service.)

The Boston Better Business Commission asks advertisers to ask themselves these questions:

First. What do you know of the goods you are advertising?

Second. What do you want the public to believe?

Third. What has the public a right to believe from your copy?

All of us have had experiences to prove that it is not always the advertisement which claims the most that sells the most. We have had numerous incidents to prove that advertisements which tell the bad features of merchandise as well as the good features are productive of returns often far in excess of the other kind. An advertisement in our bargain basement headed "Three years old, but they'll keep you warm," packed our men's overcoat department as it had not been in many a day.

The advertiser who thinks he can deceive the public only deceives himself and injures the prestige and interferes with the rights of every other advertiser. Advertising and all business among men are based on only one thing—confidence. Any action that tends to weaken confidence among men and between customer and dealer injures all business and creates waste by increasing the cost of doing business.

You need a Better Business Commission in your city, for your own local good and to provide another cog in the "machine" that is doing the national work. You need it because it will help in the most important work that business has to do today—that is, to reduce the cost of distribution.

I urge you, with the experience in other cities before you, to

First. Form a committee from members of this organization in your city to act as a working body to give this work your moral and financial support.

Second. Assist in forming other mercantile committees not represented in this organization to give their moral and financial support to this work, thus forming a united backing of the retail dealers in your community favoring honest advertising and merchandising.

Third. The dominant policy of this united co-operation should be based on the policy of good business ethics rather than to avoid violations of the law. This is extremely important, as necessarily laws must interpret legally, and, unless backed up by a policy of good business ethics, are difficult to enforce, and advertising and selling will suffer accordingly.

And note this, in closing: These commissions are called Better Business Commissions, not Poorer Business Commissions. They help you to raise the standard of your store so that your employes can respect you, the store and themselves. They make it possible for you and your employes to interpret your policies honestly to the public. They are organized to make business better by increasing the confidence the public should have in your advertising, your store and yourself.



The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER XIV—DEFECTIVE WARE: DEFECTS DUE TO WRONG MIXING OF MATERIALS

WARPED or crooked ware is usually due to combining the clay slips in a wrong proportion, with the result that the body mixture has too much plasticity throughout, or being poorly mixed has too much of one kind of clay in spots. Where this is the case the result of an application of intense heat is to dry out or vitrify the body unevenly. Thus the desirable uniformity in shape of the ware is lost by warping. On the other hand, if the work people, who place the ware in the drier or oven, do not exercise due care in handling it gently, or in placing it where the heat envelopes it uniformly, the pottery becomes crooked and can only be sold as seconds or job lots, if at all.

Blisters—Now and then one sees a so-called bleb, or rounded raised spot, on the surface of a dish, or other product of the kiln. It is due to an improper mixing of the materials forming the body of the ware, or in having portions of the body mixture too wet, while others are too dry. If the clay mixture is placed in the kiln without being sufficiently dry in all of its parts, or if the firing in the biscuit oven is not done gradually enough, a slight generation of gas from a trifle of organic matter in the ball clay, or from some sulphate or sulphide that is contained in the mixture in trying to force its way out under the strong heat of the kiln will form the blister. Even air enclosed in the clay is a frequent source of blister in the ware. Consequently, it has been found in experience, that the more plasticity there is in the ball clay used, the

THIS is the fourteenth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

more apt this fault is to occur. The difficulty more frequently arises in the making of earthenware than of china, while the next defect to be described is more frequent in the china than in the semi-porcelain.

Cracks are described by various titles, according to their form; such as star cracks, dunt cracks, S cracks, etc. Where cracks are not due to careless handling by the workmen while placing in the kiln, they are likely to be caused by the uneven drying or burning of the body of the ware which may in turn be caused by the clays being too dense in spots.

Another condition causing cracks in china occurs when the mixture has too high a silica content. When the crack appears on the surface at the time of manufacture it is bad enough; but sometimes there is a concealed defect inside the body, a hole, or weak structure, that under stress of

extra pressure may develop later on into a crack on the surface. However, an expert selector when sorting the china can with fair certainty detect goods with these defects by listening to the sound of the ring from the ware when he taps it. If the pottery is sound and true throughout, the ring should be as clear as a bell.

Brittleness—A fault found in too many of the china wares. It may be due to the fact that the china clays are rather dense. If it is not lightened enough by the intermixture of other clays the body becomes too brittle as it passes through the severe kiln firing and is liable to crack in cooling, or, if not then, subsequently.



Domestic Exports of Glassware

According to Department of Commerce reports, domestic exports of glassware, table and other, from the United States, by countries, are as follows:

Countries	Dollars	Glassware for lighting (except globes and shades)			Glassware, n.e.s.
		Table glassware, plain	Table and other glassware, cut or engraved	Lamps & other illuminating devices, chiefly of glass	
Belgium	—	—	—	—	115
Denmark	51	—	—	—	95
France	—	—	—	—	—
Germany	—	—	—	—	850
Italy	249	—	—	—	201
Netherlands	—	—	—	—	40
Norway	43	—	—	28	176
Russia in Europe	—	—	—	—	—
Spain	19	—	—	—	—
Sweden	—	—	—	150	858
Irish Free State	208	—	—	10	—
United Kingdom	14,204	552	1,938	6,487	—
Canada	13,567	1,853	3,253	68,799	—
Brit. Honduras	10	—	—	26	4
Costa Rica	205	—	—	—	65
Guatemala	506	—	—	220	51
Honduras	1,020	22	—	28	1,365
Nicaragua	123	60	—	—	81
Panama	2,100	—	—	38	2,193
Salvador	112	—	—	—	429
Mexico	26,122	475	1,624	7,239	—
Newfoundland & Labrador	1,563	—	233	165	—
Bermuda	976	—	8	394	—
Barbados	69	—	—	—	—
Jamaica	413	10	41	140	—
Trinidad & Tobago	65	37	45	—	—
Other Brit. W. Ind.	633	57	38	190	—
Cuba	26,307	1,364	2,179	9,587	—
Dominican Rep.	503	—	301	1,551	—
Dutch W. Indies	38	420	152	—	—
Fr. W. Indies	—	—	—	13	—
Haiti	1,170	—	179	560	—
Virgin Is. of U. S.	179	—	—	17	—
Argentina	1,877	—	—	3,134	—
Bolivia	—	—	—	—	—
Brazil	139	317	—	389	—
Chile	48	165	—	678	—
Colombia	3,824	—	998	1,776	—
Ecuador	1,265	—	382	589	—
British Guiana	—	—	—	—	—
Dutch Guiana	—	—	22	—	—
Paraguay	72	—	—	—	—
Peru	2,902	—	217	163	—
Uruguay	771	—	184	148	—
Venezuela	1,113	87	193	701	—
Brit. India	120	—	107	754	—
Ceylon	—	—	199	—	—
Straits Settle.	—	—	—	75	—
China	121	—	—	191	—
Chosen	—	—	—	—	—
Java & Madura	—	—	—	34	—
Other Dutch E. Ind.	—	—	—	632	—
Fr. Indo-China	—	—	—	—	—
Hejaz, Arabia & Mes.	—	—	—	—	—
Hongkong	13	—	248	214	—
Japan	28	—	—	1,870	—
Philippine Is.	2,818	192	4,572	6,269	—
Siam	—	—	—	—	—
Australia	21,615	90	2,629	4,033	—
Brit. Oceania	234	—	—	—	—
Fr. Oceania	21	—	215	21	—
New Zealand	7,411	144	504	441	—
Other Oceania	139	—	68	—	—
Brit. W. Africa	—	—	286	—	—
Brit. S. Africa	2,366	122	164	2,312	—
Brit. E. Africa	—	—	20	—	—
Egypt	—	—	—	—	—
Other Fr. Africa	—	—	51	—	—
Liberia	—	—	18	—	—



SPECIAL PATTERNS

— a feature of Syracuse China hotel and restaurant service

To meet individual requirements, Syracuse China goes beyond its large assortment of special hotel and restaurant patterns, and makes designs to order. They are noted for their artistry and skilled workmanship.

With Syracuse China, no road to customers is closed. Where price, quick delivery and instant replacement are paramount, offer the preferred list of Syracuse China. Where exclusiveness and superlative beauty are demanded, offer Syracuse China in patterns made to order. Write us for complete information.

ONONDAGA POTTERY COMPANY

Syracuse, New York

58 E. Washington Street
Chicago, Ill.

342 Madison Avenue
New York City

SYRACUSE CHINA

Morocco	—	38	—	—
Port. E. Africa	—	—	—	40
Other Port. Africa	—	—	—	—
Total	137,361	6,005	20,968	126,129

February Failures Slightly Increase

Business failures in the United States during February were much fewer than those in January, partly because the month was short. They were somewhat greater in number than a year ago.

Dun's Review says, in an article on the country's showing:

Decreases of 22.6 and 26.1 per cent, respectively, in number and liabilities of commercial failures during February, as compared with January, are shown by reports to R. G. Dun & Co. Numbering 1,793 and involving an indebtedness of \$40,123,017, last month's defaults contrast with 2,317 in January for \$54,354,032, and with 1,730 for \$35,942,037 in February, 1924.

Bradstreet's record of failures for February compares with February of other years as follows:

	Number	Assets	Liabilities
1925	1651	\$33,232,058	\$41,173,461
1924	1572	47,232,967	74,795,209
1923	1563	18,845,274	38,145,532
1922	2072	41,559,827	66,922,618
1921	1435	47,987,229	79,124,673
1920	435	5,550,577	12,265,041
1919	489	4,920,172	15,825,130

Points on Advertising

Arranging type, illustrations, headlines and borders is the art of layout. If you have seen an ad reproduced from a newspaper of a century ago you will notice that very little attention was paid to layout. An ad was merely a mass of type. But it had very few other ads to compete with. Nowadays your customers see ads no matter where they turn; your ad must be unusual to get attention at all. As you look through the average newspaper, note how few ads attract you or make any impression on your mind.

Make your ad carry a single impression to the reader. Whether you emphasize your reliability, the quality of all goods you sell, the virtues of a single article or your low prices, give one definite idea—Reliability, Quality. The one point you emphasize must have the key position in your layout. Other things to support it must be subordinate. Pick up any popular magazine, note how a piece of furniture, a chest of silver or a cake of soap dominates the layout. Or if an article is sold by associating it with an idea, note how the idea dominates the layout. For example, the ideas of comfort (beds), convenience (kitchen cabinets), time saving (washing machines), health and energy (tonics), increased income (business training schools), are conveyed to the reader by a phrase or an illustration placed in a dominant position in the layout.

Advertisements frequently sell goods because of suggested ideas or "atmosphere" rather than because of any outstanding advantages of the article itself. An advertisement of a rug will appeal to more people if it is shown on the floor of a bright, livable, inhabited room than if it is shown against a background of plain white space. Toothpaste is more attractive when shown in conjunction with a smiling girl displaying a row of perfect white teeth. In such cases the associated idea may dominate the layout; the reader gets the idea of comfort, health, quality, beauty, etc., and then associates with it the article described in the picture.

If a furniture dealer pictures an expensive suite of mahogany furniture, he may attract people to his store, but if the suite is too high priced for them he must try to sell them other furniture. Now if his ad conveyed the idea of "mahogany-suite-or-nothing" he has lost by his advertising. Careful layout and copy together can sell the furniture rather than the "mahogany-or-nothing" idea. A grocer should sell "ready breakfast foods" as well as "Jones Health Biscuits." A hardware dealer should sell "garden tools for beautiful flowers" as well as "Henderson's Forged Steel Trowels."

In laying out the simplest ad or circular, pay attention to balance. That is, make the top of your ad balance the bottom. Make the right and left sides balance. It is not necessary to balance a line of type with another line of type. It may be balanced by white space. The use of white space is one of the easiest ways of making an ad attractive. Advertising space costs money; therefore, the dealer feels that he must crowd every square inch with type in order to get his money's worth. But

no matter how much selling talk he puts in his ad, it is wasted if no one reads it; and no one will read a heavy, uninteresting, indigestible mass of type.

Every ad has a "focal point" or optical center upon which the eye falls naturally. This point is a little higher than the true center of the ad. It is located at a distance above the true center equal to one-tenth the distance from the lower edge of the true center. Build your ad around the "optical center."

The layout should make the reader take up the various parts of the ad in proper order. If a grocer uses an ad that gives the reader the following successive impressions:

John Smith, fancy groceries.

Let us deliver your order today.

Special shipment of Florida oranges.

The store of sunlight.

Phone your order to Main 1013.

Fancy and staple groceries.

the result will be a confusion of ideas that defeats the purpose of the ad. Headlines and illustrations should lead the reader's eye into the body of the copy, to the advertiser's name or trade-mark and finally to the address, phone number or coupon if it is desired to make the reader answer the ad directly.

One of the most effective means of leading the eye is by interrupted lines, curves, broken circles, type superimposed on pictures or pictures upon type, or simply by the type arrangement.

For the small advertisement greater ingenuity is required to make a good layout than for a large ad.

Look at your daily paper and observe the many varieties of type used for headlines, news stories and advertisements. There are hundreds of type faces and to very few persons it is given to know them all. You must depend upon your printer largely to exercise good judgment in selecting type faces for your advertising matter. You can judge, however, whether he is combining sizes and styles of type which harmonize.

Different type faces imply different qualities. An ad of steel cranes or clamshell buckets would not use the same type face as an ad of perfume, jewelry or lace. Remember that "small" letters, known as "lower case" are easier to read than "CAPITAL" LETTERS KNOWN AS "UPPER CASE." For that reason most headlines and all massed copy is in small letters. Italics, *such as used in this phrase*, come in all sizes and degrees of lightness and blackness, and give a pleasing variety to an ad.

Make the type you use indicate the lightness, solidity or other qualities of your goods.

Last of all comes the border, the finishing touch to the ad. The same rules that apply to choosing type faces apply equally to borders. You wouldn't tie an anvil up in baby ribbon nor would you use a 3-inch rope to tie up a lace handkerchief.

All ads do not need borders. The average circular does need one; and practically all newspaper ads need borders, otherwise the adjacent ads will get the benefit of your white space. In general, any ad which consists of a

number of scattered parts needs a border to tie them together and give an impression of unity. For example, an ad having a headline, an illustration, a trade-mark, a signature and several paragraphs of copy might appear loose and unconnected without a border. Therefore, the border has two chief uses, as an ornament and as a binder of the various parts. Most large ads, such as appear in a magazine the size of the *Saturday Evening Post*, secure their best results without using borders. The retailer who uses large circulars or handbills will find he can make his most effective designs without borders.

The phrase "a fat man slips on a banana peel and falls" does not attract your attention as quickly as a picture of a fat man slipping and falling. Analyze your own interest in pictures and you have the reasons for illustrating advertisements. Pictures are easy to understand, they require less mental effort, they are interesting. The more interesting, beautiful, multi-colored and catchy the pictures in the ad the greater its attention value.

For the inexpensive advertisements small cuts can be procured at low price from companies which specialize in them. Specially made cuts may be used occasionally without increasing expenses materially. Use illustrations whenever you can.

Buyers in New York

MARCH 13TH, 1925

W. W. Taylor, housefurnishings and toys, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

J. Rubenstein toys, J. Rubenstein & Bro., Shreveport, La., 115 West 30th St. (B. F. Levis).

MARCH 16TH, 1925

E. Daugherty, gifts, N. B. Blackstone & Co., Los Angeles, Calif., 120 West 32nd Street, (A. Fantl) Pennsylvania.

E. F. Ochs, housefurnishings, china, Miller, Rhoads & Swartz, Inc., Norfolk, Va., 432 Fourth Avenue (D. G. Union).

MARCH 17TH, 1925

C. H. Garrity, hardware, American Wholesale Corp., Baltimore, Md., 354 Fourth Ave.

G. H. Guest, housefurnishings, Hoover sweepers, woodenware, hardware, baskets, electric supplies, Jordan Marsh Co., Boston, Mass., 432 Fourth Ave.

W. D. Davis, housefurnishings, J. Anstead, lamps, R. G. Twitchell, china, glassware, Wm. Hengerer Co., Buffalo, N. Y., 17 East 39th St. (Associated D. G. Corp.), 3rd floor.

MARCH 19TH 1925

H. Lit, china, Lit Bros., Philadelphia, 1261 Broadway.

Sales Fall One Per Cent In Department Stores

Aggregate sales at department stores which reported to the Federal reserve banks from all sections of the United States were about 1 per cent smaller in February than the exceptionally heavy volume in the corresponding month last year. Sales were smaller in the Boston, Cleveland, Atlanta, Chicago and San Francisco Federal Reserve districts, the largest decreases being in the Cleveland and Atlanta districts.

Increases amounting to 10 and 14 per cent, respectively, were reported from the Dallas and Minneapolis districts.

A larger number of stores reported from practically all districts than in January, and for the entire country the total number was 474, as compared with 378 in January. Of the total number of stores reporting, 210 showed increases and 264 showed decreases.

Krautheim China



Stock and Import

Fred C. Reimer Co., Inc.
141 Fifth Ave.
New York

Smith Ceramic Studios, Inc.

901-9 Monroe Ave., Rochester, N. Y.

Originators of
Unusual Creations in Decorated
China and Glassware

Salesrooms

NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg

KANSAS CITY
J. W. Best
8 East 40th St.

BOSTON
Wilgus-Good Co.
10 High St.

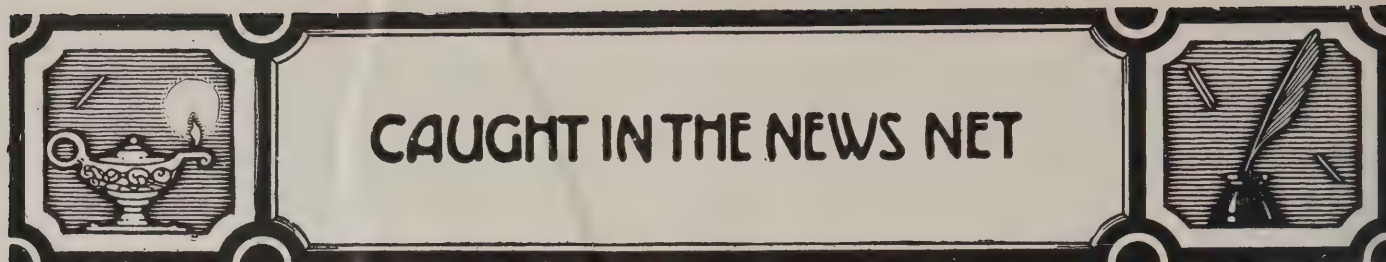
Also Displays at

Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia

Bush Terminal Sales Bldg.
140 W. 42d St.
New York

Percentage changes in dollar sales between February, 1924, and February, 1925, are shown by Federal Reserve districts in the following table:

Districts	Number stores reporting			Percent comp'd with Feb., 1924
	Total	Inc.	Dec.	
Boston	59	23	36	-3.5
New York	54	23	31	3.4
Philadelphia	72	33	39	0.6
Cleveland	30	10	20	-8.1
Richmond	49	24	25	1.6
Atlanta	28	13	15	-8.0
Chicago	60	18	42	-4.7
St. Louis	21	11	10	2.8
Minneapolis	19	11	8	13.9
Kansas City	19	13	6	3.3
Dallas	13	12	1	10.0
San Francisco	50	19	31	-3.8
United States..	474	210	264	-1.0



CAUGHT IN THE NEWS NET

BURGLARS paid a visit to the salesrooms of Bates & Ledden and Wm. Warrin located on the second floor at 16 West 23rd Street, sometime during Thursday night. On arriving at the salesroom the following morning Messrs. Bates, Ledden and Warrin noticed samples missing and upon further investigation, found desk drawers broken open and considerable confusion about the place. On checking up, the loss will probably amount to something over a hundred dollars. It is thought that the thieves entered through a window in the rear, which they reached by climbing up the fire escape.

Edward Reiwald departed last Saturday for his spring trip with the newest things in dinnerware and specialties imported by A. J. Fondeville & Co. He is spending this week displaying his line at the Adelphia Hotel and will be at Youngs Hotel, Boston, next week. From there he will make territory in the middle west. John Plummer also a member of the Fondeville sales staff will hit the trail on Sunday when he leaves for Baltimore as his first stop through Southern territory.

Frederick Skelton returned to his desk last week appearing decidedly refreshed, after a weeks sojourn at Winter Park, Fla., where he visited at the winter home of C. H. Blumenauer head of the Jefferson Glass Co., Follansbee, W. Va.

Charles H. West president of the Westmoreland Glass Co., Crapeville, Pa., is spending this week in New York visiting the concern's agents the Horace C. Gray Co., and calling on some of the factory's trade here.

C. W. Kerr secretary and treasurer of the Huntington Tumbler Co., Huntington, W. Va., visited the Horace C. Gray Co., the latter part of this week. The Gray Co., handle the concerns line in the New York market.

Eugene Fondeville head of A. J. Fondeville & Co., has arranged to sail aboard the Olympic a week from Saturday for a ten weeks visit to England and France to confer with the heads of the factories represented by his concern in this country.

R. McElowney, of the New Martinsville Glass Co., is spending the latter part of the week in New York, con-

ferring with Frederick Skelton, who represents the concern in New York.

Richard Ratner, New York Manager for the Libbey Glass Mfg. Co., plans to visit Toledo, O., early next week to confer with the officials of the company on the installing of an additional furnace. The step is made necessary by the fact that the concern is from six to eight weeks over sold.

W. G. Benedikt, in charge of china, glassware and housefurnishings for L. Bamberger & Co., Newark, N. J., is recovered from his recent illness. Mr. Benedikt left today for a three weeks sojourn at Atlantic City, accompanied by his mother and sister.

E. A. Crawford, with the Cannonsberg Pottery Co., made a brief visit to New York this week.

R. F. Murray and Lloyd Bryant, with the Commercial Department, of the United States Glass Co., Pittsburgh, are spending this week in New York, conferring with E. Craig, the concern's New York manager.

The annual convention of the American Flint Glass Workers' Union is scheduled to begin June 29, 1925. It is expected that a splendid program of entertainment will be arranged by the city of Toledo.

Will Confer to Settle Disputes

On Wednesday and Thursday of last week, a number of flint glass manufacturers, officers and representatives of the American Flint Glass Workers' Union met in Pittsburgh, for the purpose of settling a number of trade disputes.

Date Set for Glass Conference

It has been decided that the annual wage conference between the manufacturers and representatives of the American Flint Glass Workers' Union will begin at Atlantic City on July 15th.

Graham to Succeed Menzies

Announcement has just been made that O. C. Graham, who acted as assistant for several years to the late Alex. G. Menzies, New York manager for the Cambridge Glass Co., Cambridge, O., whose death occurred on March 8th., will succeed Mr. Menzies in the position left vacant by his passing.

Mr. Graham has made many warm friends in New York who will be glad to learn that he will be in charge of the office here. He is a very capable salesman and has a practical knowledge of the glass business through having been employed at the Cambridge factory before coming to New York. He has assisted him temporarily, covering the New York trade, D. C. Dayton who is connected with the factory at Cambridge. He will remain here until Mr. Graham finds some one to take his place.

A. P. Dennis Appointed to Tariff Commission

On March 6th, Alfred Pierce Dennis received an appointment to the Tariff Commission to fill a vacancy in that body, after a spirited contest with William P. Clarke, president of the American Flint Glass Workers' Union, who sought the appointment, at the request of many of the flint glass manufacturers and workers engaged in that industry. It would be well for the flint glass manufacturers and workers, should another vacancy occur on the commission, to renew their efforts to have Mr. Clarke named. There is no one in this country who has a better knowledge of existing conditions surrounding the glass industry than does Mr. Clarke. His duties as president of the flints' organization has afforded him an exceptional opportunity to study all phases and conditions that confront the American glass manufacturer and workman.

Chicago Gift Show

The headquarters of the Gifts, Art Wares and Novelties Association reported on March 14th that the reservations to date for the coming Chicago Gift Show to be held at the Hotel Sherman the first week in August, have been heavier up to the present time, than for any previous exhibit. At present applications are in for one-half of the rooms allotted to the association by the hotel, regardless of the fact that the Show will occupy three floors instead of two as heretofore.

This may be taken as a strong indication of the interest in the coming event and practically assures Chicago of a bigger Gift Show than ever before.

The Room Committee will meet the first week in May to make the first assignment of rooms, no rooms having been assigned up to the present time.

Manufacturers from all parts of the country have already turned in their applications, including those on the west coast and the usual large number of firms located in New England and New York.

The success of the entertainment at the previous shows, now looked upon as the one big social event of the trade each year, has spurred Walter Larsen, chairman of the entertainment committee, on to greater achievements and he is already at work on the entertainment which he promises will be the very last word in social trade functions.

\$4,500,000 Profit for Penney Stores

Sales of the James Cash Penney Company stores during 1924 totaled \$74,261,343 and net profits \$4,523,348, according to an announcement from the chain's headquarters in New York. The company operates a chain of 571 stores throughout the United States.

Although sales amounted to \$12,072,365 less, or \$62,188,978 in 1923, net profits for that year was slightly larger amounting to \$4,490,293. At the close of 1923 the chain was operating 475 stores.

The balance sheet showing liabilities, assets, income and surplus accounts follows:

ASSETS			
Cash in banks and on hand.....	\$1,939,445		
U. S. Liberty bonds and accrued interest—at cost.....	3,532,760		
Merchandise	14,947,035		
			\$20,419,242
Notes receivable due from employees (secured by capital stock)	1,451,973		
Accounts receivable, advances, etc.:			
Sudsiary company	\$60,000		
Miscellaneous, including advances on real estate contracts	257,795	317,795	
Investment in subsidiary company—at cost.....	50,000		
Furniture and fixtures, less depreciation.....	1,934,787		
			\$24,223,798
LIABILITIES			
Accounts payable, not yet due.....	\$1,880,020		
Reserve for Federal taxes.....	1,033,959		
			\$2,913,979
Reserves for fire losses and employees' death benefit fund	350,362		
Capital stock:			
Preferred 7 per cent cumulative.....	\$2,226,300		
Common	\$9,244,500	11,470,800	
Surplus		9,488,655	
Contingent liabilities—None.			
			\$24,223,798

Sales, \$74,261,343; cost of merchandise sold, selling and general expenses, depreciation and reserve for Federal taxes, \$70,083,692; balance, \$4,177,650; discount on purchases and miscellaneous income, \$508,921; net profit before preferred stock dividends, \$4,686,572; less preferred stock dividends paid from 1924 earnings, \$163,224; transferred to surplus, \$4,523,348.

Surplus at December 31, 1923, \$6,504,037; net sundry additions during year, \$745,240; total, \$7,249,277; less common stock dividends, paid in stock, \$1,552,500; paid in cash, \$731,469.98; total, \$2,283,969; balance, \$4,965,307; add net income for 1924 after deducting preferred stock dividends, \$4,523,348; surplus at December 31, 1924, \$9,488,655.

The Federal Illuminating Co., New York, recently incorporated at \$10,000 to manufacture fixtures. Those interested are H. Schoffer, E. Mullen and M. Levin.

Industries Profits Up

The Borden Company's annual report for 1924, made public recently, shows a net income of \$5,412,705 after Federal taxes and other charges, compared with \$5,023,297 the previous year, an increase of \$389,408. This is equivalent to \$20.46 a share earned on \$24,254,900 common stock, against \$21.40 on \$21,368,100 the previous year, after preferred dividends. Surplus as of December 31, 1924, was \$9,310,979, compared with \$8,650,772 in 1923. Gross income for the year was \$109,666,633. In his remarks to stockholders President A. W. Milburn said that "further expansion of our facilities, involving the expenditure of several millions of dollars, is necessary during 1925, some of which has already been accomplished."

The National Cloak & Suit Company's statement for 1924 shows net profits of \$1,862,539, compared with \$2,160,845 in 1923, out of sales aggregating \$49,225,803, compared with \$52,399,782. In forecasting better business for 1925 President S. G. Rosenbaum said that the company has reduced obligations out of earnings during the last three years, and current liabilities are the lowest in five years. Cash and working capital position is the strongest in the company's history, notwithstanding retirement of obligations and other large sums put back into the property. The 1924 earnings were equivalent, after preferred dividends, to \$11.28 on \$12,000,000 of common.

The Tide Water Oil Company's net earnings for 1924 were \$3,898,413 after taxes, depreciation and other charges, an increase of \$990,196 over 1923. Earnings were equivalent to \$7.79 a share on \$50,004,500 capital stock, compared with \$5.81 on \$49,996,800 the previous year. Gross earnings for the year were \$66,256,621, approximately \$6,000,000 more than 1923. Surplus as of December 31, 1924, was \$1,898,268, against \$2,408,249 in 1923.

A net income of \$4,161,510 after taxes, depreciation, reserves, etc., was reported for 1924 by the Otis Elevator Company, compared with \$2,983,705 in 1923. After deduction of preferred dividends earnings were \$11.69 per \$50 par share on \$16,118,800, compared with \$18.23 per \$100 par share on \$14,227,800 in 1923. Gross earnings for the year were \$6,286,510. The company's surplus as of December 31, 1924, was \$296,271, against \$455,547 the previous year. The company's directors increased the dividend rates on the common from \$4 to \$6, payable April 15th to holders of record March 31st. Preferred stock dividends remain the same.

A profit of \$311,863 after taxes, depreciation and other charges was reported for the year 1924 by the Beaver Board Company, against \$21,333 in 1923, an increase in net profits of \$290,530.

The General American Tank Car Corporation's 1924 statement shows a profit and loss surplus of \$11,407,374, compared with \$10,958,404 in 1923. The company's earnings, already made public, were \$5.62 a share on 252,872 outstanding no par common. Assets are listed at \$34,870,734, against \$40,104,480 in 1923.

The Moon Motor Car Company showed a lower net income for 1924, according to its annual report, this amounting to \$559,585 after all charges, compared with \$842,008 in 1923.

Orders Crockery Tariff Inquiry

An investigation of the crockery industry to determine the suitability of the present rates of tariff upon table, kitchen and toilet ware, covered by Paragraphs 211 and 212 of the Fordney-McCumber tariff law, was ordered by the Tariff Commission.

While the question of the adequacy of the chinaware rates has been before the commission at various times over a period of more than two years under a proposal that the commission engage itself upon such an investigation upon its own initiative, it was not until a direct application for a reduction in the rates came from the Association of German Porcelain Manufacturers that preliminary consideration was given the matter in anticipation of the action that took place today.

Within a very short time after the passage of the present tariff law a motion was adopted by a majority of the commission to proceed with a number of tariff investigations under the flexible tariff provisions, although no applications has apparently been received to cover them. Among the industries selected for consideration was the chinaware industry. This action concurred in by Commissioners Culbertson, Costigan and Lewis created a great deal of misapprehension both on the part of the trades involved and the other members of the commission. Business had just undergone the uncertainties incident to tariff revision and President Harding was appealed to. He frowned on the proceedings and nothing was done to prosecute the probes.

It is understood that the German chinaware manufacturers have complained to the Tariff Commission that their merchandise is discriminated against when a rate of 60 per cent is provided upon bone china and one of 70 per cent fixed on felspar china. They have asked a reduction in the rate to at least the level of the former, which is applied to goods from England. This application became the subject of a general discussion and today a majority of the commission voted to take up the matter.

Vice Chairman Culbertson is said to have been absent from the meeting, but as he was one of the prime movers in the first efforts to secure an investigation of the industry he is in favor of the move. Commissioner Burgess has taken no part in the discussion because of his former connection with the pottery industry.

Plans for the investigation have not yet been drawn up, but it is expected that the procedure will be considered by the commission's staff and presented at an early date. It is not known whether a preliminary hearing will be granted the trade in this country or whether the forthcoming investigation will be so wide in its scope as to take in all the chinaware manufacturing countries of Europe including England, Germany, France, Czecho-Slovakia, as well as China and Japan.



WHAT THE POTTERIES ARE DOING



OPERATION of some potteries in the East Liverpool district appears to be on a normal scale for this season of the year, while others report buyers ordering in limited quantities, but with sufficient orders coming in to keep factories going to about 65 to 75 per cent of capacity. The demand for dinnerware, so some manufacturers advise is good. Others declare that the demand is slow. It all depends who is asked the query. It is the opinion of all manufacturers, however, that no good cause for pessimism exists. In fact a note of optimism rings true throughout the industry. Orders during January and February were good, but a slight falling off in demand has been reported by some factory managers during the first two weeks of the current month. From some offices the information is obtained that particular buyers are following the rule of caution in placing specifications, this meaning that only necessary requirements are being ordered. There is some volume business being placed, but those who have been buying on the "hand-to-mouth" style have been repeating on some orders placed earlier in the year.

Perhaps one of the closest business observers in the generalware industry is George C. Mitchell, president of the Pope-Gosser China Co., Coshocton, O. He is rather far seeing, and this week made this exclusive statement to the CROCKERY AND GLASS JOURNAL: "We find business coming in a very steady fashion, which would indicate that buying is healthy and safe. As the volume increases, factories will work more steady, employees will get more days, which means more dollars, which in turn means more buying power. We believe this is going on in a cautious way and by early fall things will be normal; but buying power will never come back to the retailer until his customers buying is back."

"I may say that business is coming along rather slowly with us, and there does not seem to be any very active buying power," observed Harry D. Wintringer, president of the Steubenville Pottery Co. Mr. Wintringer then went on to say: "I am rather inclined to think the fundamental conditions are perfectly sound and the conservatism indicated in business generally would seem to indicate that everything is working into a much better condition. "I am also inclined to believe that there is some improvement in the past few weeks, and we are looking for a much more active market, developing slowly during the balance of the year." In anticipation of greatly improved business conditions the Steubenville Pottery Co. is now active in preparation of plans for the erection of its new plant, which is to be erected between Steubenville and Toronto, O., overlooking the Ohio river.

Although the plant of the Salem China Co., Salem, O., has been operated at capacity of late, according to C. L. McKee, general manager of this business, the outlook for business is just fair.

A general meeting of the Western Chinaware standing committee has been called to convene in the rooms of the Potters' Club in this city at 10 o'clock the morning of April 2nd. At this time a number of shop problems will be discussed between representatives of the National Brotherhood of Operative Potters and the United States Potters' Association.

Following an inactive period extending over two weeks the clay department of the East Boston Pottery Co. has resumed operations. The non-arrival of shipments of clay was the cause of the suspension. This is the first time this plant has been idle for several years.

The new 70 by 120 foot warehouse building erected by the S. A. Weller Pottery Co., Zanesville, O., will be ready for occupancy within the next few weeks. This company is just finishing its program of improvements which was started last year. "General business conditions are not bad," explained W. J. Gitter, manager of sales for this company, "it is just the way you look at it. If you have something good to sell and have good salesmen, you will be sure to find someone who will buy. While orders may be a little harder to secure, stronger efforts therefore, must be made." The new line of art pottery shown for the first time by this company in January is in very active demand, it was explained.

The plant of the Crooksville China Co., Crooksville, O., is operating on a basis of 85 to 90 per cent, which is almost normal capacity with many generalware manufacturers. Orders with this company during January were very satisfactory, but there was a slight decline in demand during February, and so far this month there has been little improvement, according to the view expressed this week by Guy E. Crooks, secretary-treasurer of this company. "We have great hopes in being able to keep the plant operating on the present schedule for months to come," Mr. Crooks went on to say.

Stocks in local plant warehouses are sufficient to insure rather prompt shipping. Decorated orders are also going through in good shape. A number of plants have more or less future business on file, some of this business being for May and June delivery.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



THE summer stop program for all union glass factories this year will be the same as that which has prevailed during the last three years, that is to say, employees will be given the opportunity to take a holiday for two weeks during any time between July 1 and September 1. By this arrangement between the manufacturers and the representatives of the employees, all plants will be on a production basis during the year, and at no time will more than 25 per cent of the working force absent.

The annual financial report of the United States Glass Co. for 1924 has just been issued, and it has disclosed that the factories in this organization, taking the year, as a whole, operated on a basis of about 50 per cent. The company has placed its net loss at \$22,902, this after liberal depreciation charges of \$141,161. In this report, President Edwin E. Slick declares that since the first of the year an increased volume of business has been booked, and added, "Our management is at present more largely interested financially in the company than ever before and has every confidence and utmost faith in its future." The refinancing of this company, authorized by the stockholders, December, 1922, has not been entirely completed, there still remaining 6,389 shares to be sold out of the first 104,000 shares, which do not include the 16,000 shares also authorized to be issued by the directors if the capital is to be increased to its full amount of \$3,000,000. The physical assets of the company are pronounced to be in better condition than ever before.

The news has been received in East Liverpool of the death at Muncie, Ind., of Edmund B. Ball, aged 69 years, vice-president and general manager of the Ball Brothers Glass Co. Mr. Ball who died as a result of a stroke of apoplexy, was born at Greensburgh, O., and had been identified with the glass industry practically all of his life. He was well known among the manufacturers and factory employees of the Pittsburgh district.

Improvements recently made to the plant of the D. C. Jenkins Glass Co. at their Arcadia, Ind., plant are now ready for operation. The company installed in its Arcadia factory two additional lehrs and several additional buildings were erected at this factory. In their Kokomo, Ind., factory the company has installed two automatic lehrs, this latter factory now being completely equipped with automatic machinery. The Jenkins Co. has added considerably to its lines of late, one addition being their new Diamond pattern which is machine made. A new Colonial machine made line has also been added. "We

propose to add many other staple items to our line during the year," Howard C. Jenkins, sales manager for these factories declared to the JOURNAL this week.

The Maryland Glass Co., with general offices in Baltimore, Md., is arranging to spend about \$50,000 in new building construction, it has just been announced. A brick and steel factory building is to be erected, contracts for the improvement having just been awarded.

"The general condition of business as we find it is fair and future prospects are only fair," observed Edward B. Bartless, treasurer of the Bartlett-Collins Glass Co., Sapulpa, Okla. "While there has been some improvement in the farming section of the country we mainly serve," Mr. Bartlett said, "present reports are that crops are not in any too good condition at this time, especially throughout the southwest. We believe, however, we will be able to continue on a fair volume of production throughout the remainder of the spring and summer months."

After being idle upward of four years, A. J. Rowing of the Porter Cut Glass Co., Wheeling, W. Va., is arranging to take over and place in operation the glass factory at California, Pa., located 50 miles on the Monongahela River south from Pittsburgh. This plant was last operated as a bottle plant and is owned by Campbell Bros.

Buying of glassware during the last few weeks, so far as the flint glass lines are concerned, appears to be on the hand-to-mouth order, that is to say, buyers are ordering merchandise just as their local requirements show. Considerable merchandise ordered during January is now being delivered by the manufacturers and while a fair amount of new business is being booked by the manufacturers, not very much volume business is being placed. This would indicate that specifications would be placed with more frequency instead of only occasionally.

The second tank has been placed in operation at the plant of the Hart Glass Co., Dunkirk, Ind. For some months this factory has been on production with only one tank, while the second was being given a general overhauling. Now both tanks are in operation and the factory is working steadily. General business with this company is declared to be good.

Announcement has been made that the Irving Cut Glass Co., Honesdale, Pa., has purchased all of the equipment, together with the raw and finished product of the White Mills Decorating Co., Honesdale. These chattels have

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Josiah Wedgwood Importing Unique Novelties and Attractive Designs in Service Plates

THE "Little Brown Jug" of American song fame is rather put in the shade by the lovely new jugs, reproductions of old models, featured this season by Josiah Wedgwood & Sons, Inc., of America, 255 Fifth Ave., New York. These are in the most charming lustres, silver with ivory embossing, orange and green bodies with decorations embossed in white. Acanthus leaves and Greek scroll work with touch of black tracings make a charming embossment and adapt themselves extremely well to the shape of the jugs. Reproductions of old hunting jugs show typical scenes, hunters and horses, dogs all ready for the signal to start. They come in green, orange and lustre with cream embossings and unique hound handle which completes the picture. There are too in the collection of new numbers featured by this concern, lovely lustre bowls in a variety of sizes, also other jugs in silver lustre and all over leaf and fruit designs, of conventionalized character. These are lovely in their own way, delicate in hue and graceful in line. Delightful new numbers in embossed Queensware include vases, baskets, jugs with Arabesque border, and other equally attractive decoration, cigarette boxes, flower bowls in a variety of shapes, in solid ivory and in ivory with blue bands. These run true to Queensware form as to grace of modeling and character of designs. Richly decorated service plates in new decorations invite inspection with their variety of color and pattern. Some have a new powdered blue for the predominating color with gold designs on rim and varied elaborate centers. Chinese patterns in evidence showing the traditional dragon among other motifs. There are some very lovely hand painted fruit centers with wide gold encrusted borders on rims. New colors shown in these service plates are drake-neck green, apple green and Quaker gray. These combined most enticingly with the rich vivid colors used in the center decorations. Enameled plates in Byzantine and Renaissance effect show a running border design on green ground and a center with bowl of fruit, with green predominating, combined with other brilliant colors in an ivory ground.

L. Bernardaud Showing New Shapes and Decorations in Stock Lines

A new shape as dainty and appealing as its name is being introduced by L. Bernardaud & Co., 61 West 23rd St., New York, under the direction of F. Desmaison. This shape is the Jacqueline, and is characterized by a flat top with gracefully designed knob and flat handles, flat wide flange. This shape is quite new

and practical, being easily cleaned, as well as attractive in line and especially adapted to decoration. This shape will be in stock this fall. A very lovely new pattern is the Pompadour, an adaptation of a Louis XV design. The border is composed of running ribbonlike festoonings on the outside edge of rim, in red and blue combined, and broken by fruit groups, red apples and others not easily identified but lovely in coloring and grace of line. Scattered here and there are tiny blue roses and red flowers and a tiny border similar to the outside border is inside the rim. Numerous designs in service plates in a new flat shape which is most desirable are shown by this concern. Lacquer is one color of great charm used in these plates. A Chantilly design, in gold in exquisite lacey effect is one of the loveliest of these new decorations. There is a variety of centre designs which are combined with various borders. One very lively design employs a spray of flowers in vase; one shows the chinese influence in its bird decoration done in gold with touches of gold here and there in the background giving the effect of clouds. This on a maroon ground is very beautiful. Other new colors employed in these recent designs are powdered blue, turquoise, rose. These are all combined richly and with elaborate daintiness. A charming stock dinner ware pattern has a tiny powdered blue band outlined with line bands in yellow and blue. This is broken here and there by flower panels in yellow, pink and blue with green leaves in exquisite Dresden effect. These are only a very few of the considerable number of dinnerware and short lines, many of which will be carried in stock which the inspiration of a new season has created and which may be seen in this concern's spacious showrooms on Twenty-third Street.

Copeland & Thompson, Inc., Show Many New Designs

The "Golden State" pattern which is being featured by Copeland & Thompson, Inc., 206 Fifth Ave., New York, is one of the most lovely of the season, offering a floral design embossed and hand painted, in under glaze enamel, employing vivid green leaves combined with blue, red, "puce," yellow, all soft tones in a most effective manner. A full line of dinnerware, tea and dessert, in this design on Spode's Imperial old ivory body is carried in stock now. Interesting new decorations showing Duncan's rural England scenes in colors as center decorations are decidedly "different" and appeal to lovers of this type of design. These are on the Gadroon shape with typical Gadroon edge and black line tracings. Lionel Edward's hunting scenes, furnish the centers for another line. These show a variety of hunting scenes in old English style. They are quaint and attractive.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

NO older than March, 1925, is the "Caravan," published monthly by Jones, McDuffee & Stratton. Its four pages are ably edited by Thomas Dreier of the Thomas Dreier Service. The ruby border enclosing the title might have been copied from some leather volume in the library of Josiah Wedgwood, and its Old Style type has, like the Indian Tree, come down the centuries. The editorials are at the other end of the world from shop-talk. They are, to be specific, charming and philosophical essays on bees, pirate gold, colliers and human beings, only one of whom happens to have been in the trade, and he a contemporary, almost, of Sir Roger de Coverly. How alluring trade talk can be, reduced to agate type, relegated to the margin of each page, and disguised under the caption, "3 Square Meals—and Tea," let its readers decide.

With a few bright spots, last week probably saw just a little less wholesale activity than the week before. Spring sales will soon enliven the retail market, one, the annual Managers' and Buyers' sale, having been already a great success last week at Houghton & Dutton's. Shipments for fall use will soon be made from Europe to importers and big retailers. Massachusetts goes on building, and working—in some cases at less wages—and saving and investing and planning new roads and new ways of doing business. New England is no bonanza field, not even for the radio salesman, but if \$100,000 of earthquake insurance at four cents per \$100 for three years has been sold here in the last few weeks, there is still some hope that the crockery merchandise man can make good.

Charles Emerson & Sons, of Haverhill, long among the largest crockery and glassware dealers in New England, have sold out to a dry goods store. George L. Emerson, who from its establishment in 1866 was most active in building up their connections here and abroad, withdrew from the concern sixteen years ago in order to devote himself to the high grade jobbing business he still conducts in Boston.

E. E. Wilgus left Sunday for Philadelphia, Baltimore, Washington, Richmond, Pittsburgh and the Middle West cities, on a trip representing the National China Co. He will be away some weeks, returning in April, and in his absence Mrs. Wilgus will have charge of his office.

H. C. Good, of the Wilgus-Good Co., returned Monday after a two weeks' vacation in New York. The company has two new salesmen under Judson Dingwell, who covers Boston and the larger New England cities. "Al" Alexander has the towns northeast of Boston to Ports-

mouth, N. H., and John Dias has the towns southeast of Boston to the Cape. The company has taken on the representation of R-Own Cut Glass Works, and of Wolf's, Inc., the latter including salts and peppers with porcelain tops, souvenirs and refrigerator bottles with metal tops.

Mr. Renz, representing Herman C. Kupper, Inc., left last week for New York State. Beside many attractive Ahrenfeldt patterns he is showing the "Auld Heather" Scotch earthenware and the Desa Swiss pottery.

J. F. Kearney was here last week with wares of the Bailey-Walker Co., Bedford, O., for tea rooms and clubs especially, featuring the Yukon shape and the Gadroon edge. This week he opened at the Imperial Hotel, New York.

The Andrews Shade Co., 49 Bennett St., lamp shades, and the Sallet Furniture Co., 44 Harvard Ave., Allston, are new establishments.

Salesmen who arrived here this week, included E. C. Ledger, from W. S. Pitcairn Corp., at the Parker House; Harry S. Clarke, with B. Tomby & Co., and Francis H. Ruhe, representing the Flogel Decorating Works, at Young's Hotel.

H. R. Talbot has resigned from the position of salesman in the hotel department of Jones, McDuffee & Stratton.

The C. E. Osgood Co. plans to erect a 10-story building adjoining the present furniture store, which will give the firm additional floor space of more than 45,000 feet.

Henry Gerrish, who died March 10 at his home, 18 Union St., Charlestown, had been in the furniture business in Boston as a member of the firm of Gerrish & O'Brien, for many years. He had been retired for some time. He was born in Germany eighty-six years ago and landed in New York when he was fifteen years of age. For twenty-five years he had been a resident of Malden. He is survived by his wife, four daughters and two sons.

Boston Incorporations

Beecher Falls Co., Inc., Boston and Beecher Falls, Vt.; furniture; capital, \$50,000; incorporators, J. J. Stuck, Jr., East Dedham, Mass.; A. R. Stembridge, Reading, L. C. Clark, Dedham.

(Continued on page 30)

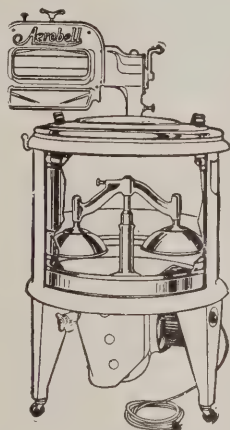
In the Household Utility Aisle

Some Practical Aids for Easier and Better House-keeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By BEATRICE MILLER WISNER

"Aerobell" Washer a Money Saver

HOMEKEEPERS hail the electric washing machine as one of the life saving necessities of modern times and especially during early spring, when good housekeepers are anxious to have the home thoroughly "tubbed" from top to bottom, the electric washer has a special place in the up-to-date home. The Foote-Burt Co., Cleveland, O., has put on the market a popular type of electric washer, styled "Aerobell," which is pictured herewith. The high efficiency of the "Aerobell" is accounted for by the vacuum cup principle which is a practical method in the development of electric washing machines. The Foote-Burt Co. has, through thirty years of engineering and manufacturing, been able to construct a machine which has proven its efficiency through its working principles. The improved movement of the vacuum cups, that of turning as they change position at the top of each stroke, has been accomplished through a patented mechanism which prevents the possibility of clothes twisting around the center post and gives a more positive washing action. The strokes being vertical insure a more forceful movement of the cups, giving a straight downward contact instead of a glancing one. The "Aerobell" has a forceful enough action to wash perfectly the heavier type of articles, such as blankets, etc., and is still gentle enough in its operation not to harm the most delicate clothing or fabrics. Every part of the "Aerobell" has had expert supervision, with special regard to washer control lever, automatic safety switch, four-position wringer lock, wringer control lever, reversible drain board and wringer safety release, thus producing a superior electric washer—a sturdy, practical easy working and economical unit. The "Aerobell" is the woman's helpmate, a much needed substantial household utility for laundry service—a time, labor and money saver.

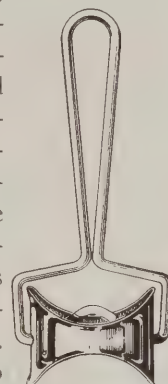


No. 3

"Quickout" Dough and Cake Cutter

Speed, the watchword of the present century has been well exemplified in the novel product, illustrated herewith, manufactured by the Nashville Novelty Mfg. Co., Nashville, Tenn. This little household necessity

as its name implies is built for speed, attractiveness and efficiency. It will cut cakes, biscuits and pie-crust as quick as the lips can count and is one of the handiest labor savers of the age for the use designed. It is rotary, made of heavy aluminum, handsomely finished, with polished tinned handle, is easy to clean and sanitary. It is sturdy, convenient and will do its work neatly and with dispatch. Every woman who prides herself in turning out attractive looking pies, cakes or biscuits will at once recognize the need of this home kitchen-bakery accessory. Be up to the times and secure the "Quickcut" dough cutter, and please the women customers. Its modest price commends its value to users in every center.



Pure White Sanitary Bathroom Fittings

The modern bathroom has become one of the most thought of rooms in the house, both from appearance and a sanitary point of view and every housewife has a special pride in its equipment and is anxious to procure bathroom fittings that will keep up the standard of cleanliness and also be in keeping and in harmony with interior furnishings, woodwork, etc. The Maid-En-White bathroom fittings, manufactured by the Autoyre Co., (Auto-Wire) Oakville, Conn., has met the demand of the critical housekeeper seeking bathroom fixtures of excellency. The Maid-En-White line includes many numbers; soap trays and dishes both for wall and stand, with or without opal glass inserts, tub soap dishes, tooth brush holders, bathtub seats, tumbler holders, either combination tooth brush or individual, bath room hooks, coat racks, towel racks and numerous other bath room accessories. The firm also manufacture a large assortment of nickel plated bath room fixtures, opal and crystal glass bar towel racks with posts especially designed, opal and crystal glass shelves, etc. Each Maid-En-White article, except hooks, comes packed in a separate carton beautifully decorated with a graceful girlish figure, and noticeable sky blue and bubble effect. These cartons are truly a significant and attractive sales inducement. "Maid-En-White" fittings bring the bathroom up to a highly sanitary and up-to-date principle in home equipment.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

SALES of housefurnishing, china, and glassware in the department stores during the past week were reported as showing a slight improvement. Among the things being featured in Chicago big stores this week were 100 piece dinner sets with medallion designs at \$18.75 by The Fair. Hillman's made a special of 5-piece glass mixing bowl sets at 77 cents per set. An unusual value in blue English ware, 100-piece dinner sets, was offered by the Hartmann Stores during the past week, at \$23.75. Weiboldt's two outlying department stores make a feature of special pieces of etched and engraved glassware, cake plates, salad plates, sugars and creamers, etc., all at one price, 64 cents each. Mandel Brothers held a big selling of household utilities during the week. The Boston store was featuring a sale of 6,500 mitred and etched mirrors.

There was a meeting of the Glass, Pottery, Lamp and Housefurnishing Association at the Hamilton Club last week. The report of the nominations committee was read with their selections for the officers for the coming year. Other nominations may be received before the next reg-

ular meeting of the association at which time the annual elections of officers for the coming year will be held. Plans for the future activities of the association were talked of but no definite action will be taken until after the annual election of officers is held.

A double store has been leased at 5638 W. Chicago Avenue by Solomon Davidson, who will open a retail furniture store at this location in the near future.

D. E. Crum, exhibit manager for the National Housefurnishing Exposition, held semi-annually at the American Exposition Palace, Chicago, returned this week from a trip to New York City in the interests of the coming mid-summer housefurnishing show.

A meeting of the publicity committee of the Gifts, Art Wares and Novelties Association was held on Friday of last week at the Great Northern Hotel. Ralph Kraetch, chairman of the committee presided. Seven were in attendance. The publicity campaign for the August Chicago Gift Show to be held at the Sherman Hotel was outlined and it was reported that fifty per cent of the exhibit rooms for the show have already been applied for by manufacturers from all parts of the country. The Rooms Committee will meet on May 1 to assign rooms, no rooms having been assigned up to the present time.

The business of the International Lamp Co. is now in the hands of the Chicago Title & Trust Co., which has been appointed receiver for that corporation. Assets of the company are placed at \$100,000 and the liabilities at \$200,000. Action for receiver was brought about by The Chicago Iron & Tube Co., Belenko Bros. and McNulty Paper & Twine Co.

Sears, Roebuck & Co. last week announced the appointment of J. H. Westrich, for several years manager of the purchasing department, as assistant general merchandise manager, to work with Max Adler, vice-president in charge of merchandising.

M. Wormser, Inc., importers of art goods and novelties, will move to the Shops Building, 17 N. Wabash Ave. on May 1, this firm having secured a lease on the fifth floor of the building which is noted for its displays of china, glassware and art lines.

Marshall Field & Co. are reported to be interested in the \$50,000,000 department store merger said to be under
(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street

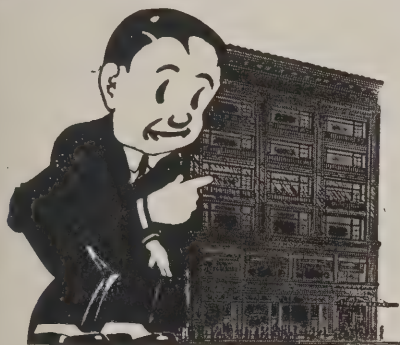
CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.
Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We will have available on January 1, about 4,000 square feet desirable space suitable for china, glass and house-furnishings. Will divide if necessary. Apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring
in many dollars
Phone Wabash 860

TO LET

Why not Move In?
Rent at Pre-War Level
Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings
and Iridescent. Phone Central 3497

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
Haven Company

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room
136 West Lake Street

WALTER B. ANDREWS

30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing

MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

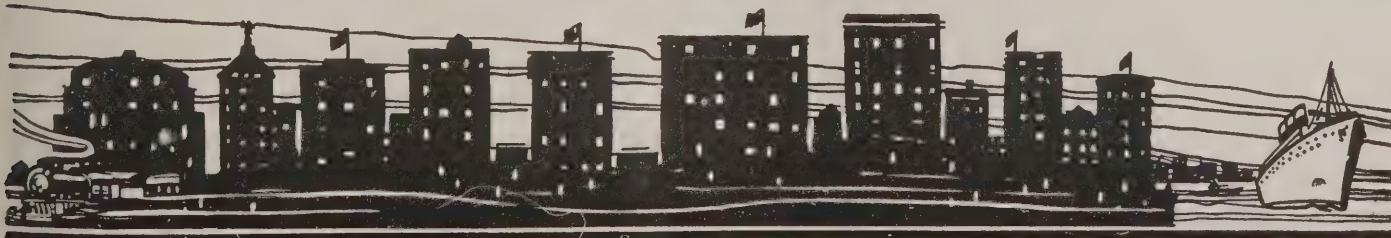
THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative
666 Lake Shore Drive
FURNITURE MART

Phone: Superior 4100 Room 930

This "card" can be made to yield
big dividends. Phone Wabash 860
for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

REPRESENTATIVES in New York and San Francisco and salesmen for other territory to sell high grade line of decorated and etched china. Jobbers or individuals who can get goods into the department stores. Will pay good commission. Communicate with the LeRoy Studios, 1405 Grace St., Chicago, Ill.

COPENHAGEN Porcelain. Traveling salesman visiting high grade China and Jewelry trade to carry as side line COPENHAGEN Animals, Birds, Vases, etc. Excellent opportunity to become affiliated with one of the Old World's finest Art Porcelain Manufacturers. Apply to Axel G. Lober, Sole Agent U. S. A. Bush Terminal Sales Bldg., 130 West 42nd St., New York.

The Chicago Market

(Continued from page 28)

way on the Pacific Coast. The organization is to be known as the Pacific Coast Stores and will include stores in Oakland, San Francisco and Portland. A bond issue will be floated for the syndicate to the amount of \$20,000,000 according to present plans.

At the annual meeting of the National Enameling & Stamping Co., Charles Hayden, C. D. Marshall, L. A. Busby, Otto H. Falk and Fred C. Pritzlaff were elected directors. Plans for extending the selling organization handling the kitchenware division of the company were discussed at this meeting.

The Carlson Moller Hardware Co., 2255 Foster Ave., Chicago, will engage in a wholesale and retail business, selling hardware, housefurnishing, crockery & glassware, according to papers of incorporation filed by that company last week. The capital of the company is placed at \$12,000 and the incorporators are John A. Carlson, Frank A. Moller and A. A. Moller.

Glass Factory Activities

(Continued from page 24)

been removed to the plant of the Irving Co. and as a result the lines of the latter company have been considerably increased.

Announcement has been made that the Knox Glass Co., Knox, Pa., is arranging to erect a new plant this spring, the size to be about the same as that now operated by this company. This addition will more than double the production, according to R. R. Underwood, secretary and general manager of the company. Some equipment has already been delivered.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars, Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Although receivers for the Lippincott Glass Co., Alexandria, Ind., are not announcing their future program, it is reported here that negotiations are now pending for the sale of the property to new interests which will insure the future operation of the property. The company at the time of its suspension was making a line of decorated and colored glassware, and also a general line of staple items.

Boston News Notes

(Continued from page 26)

The Cambridge Art Brass Manufacturing Co., Cambridge; brass novelties; capital, \$25,000; incorporators, Ernest Fisher, Watertown; William C. Worth, West Newton, Isaac Kaplan, Brookline, Israel Sack, Dorchester.

W. T. Grant Company Moves to New Offices

New and larger office space for its buying and executive forces made necessary by rapid growth has been secured by the W. T. Grant Co., 25c—50c and \$1.00 Department Stores, at 455 Seventh Avenue, New York City. The company will occupy the tenth and eleventh floors at the location and will move from its present address, 28 West 23rd Street, about March 15th.

In the new location of the W. T. Grant Co. executive offices, the auditing and accounting department, the construction division, fixture department, and the real estate department, occupy the eleventh floor. All the buying, merchandise and sales offices are located on the tenth floor.

It is a rule with the Grant Co. that all callers are to be seen and heard, and ample facilities have been provided for reception of salesmen.

The executive departments of the W. T. Grant Co. recently underwent complete re-organization. W. T. Grant, who founded the company 18 years ago, became Chairman of the Board of Directors and was succeeded as president by C. E. Freeman. The vice-presidents named at the time are B. A. Rowe, Director of Store Operation; E. L. Dow, Director of Sales and Advertising; L. H. Crawford, Director of Merchandise, and F. A. Powdrell, Treasurer.

Within the last few years, since the company opened its offices at 23rd Street, the chain has grown from 20 stores to 70 stores. The sales for the last year were in excess of \$25,000,000, an increase of 22% over 1923. The buying, executive and accounting forces, growing with this expansion outgrew the 23rd Street offices and made necessary the larger quarters.

Special for Glassmakers and Potters
GREEN OXIDE OF CHROME
 in variety of shades

Guaranteed to contain no Free Sulphur nor Sulphides

B. F. DRAKENFELD & CO. INC.

50 Murray St.

New York

"AMERICA'S LEADING CERAMIC MATERIAL HOUSE"

LIQUID MATT BURNISH
WHITE GOLD

"WILL NOT TARNISH"

*USE IN PLACE OF SILVER & PLATINUM DECORATIONS
 ON GLASS OR CHINA*

THE ROESSLER & HASSLACHER CHEMICAL CO., NEW YORK

CHICAGO
 KANSAS CITY

PHILADELPHIA
 BOSTON
 SAN FRANCISCO

CLEVELAND
 PITTSBURGH
 BALTIMORE

TRENTON
 NEW ORLEANS

The Company maintains a warehouse at Hoboken, N. J., where it occupies an entire five story building at 162-166 Fourteenth Street.

Taiyo Trading Co. Gets Out Novel Catalog

It has always been difficult to issue a complete catalog in the Orientalware field—due to the constant arrival of new items and also the continually changing stock. An interesting way of overcoming this difficulty has been devised by the Taiyo Trading Co. at 101 Fifth Avenue, New York City. Their newest catalog is something entirely different from what they have issued previously. This distinctive catalog has a fine cover Oriental in character. The book is so constructed that changes can always be made and additional inserts can be added.

It contains a fairly representative line of what they have in stock. Some of the items it lists are "Bird of Paradise" Hoho ware, Seiji ware, flower bowls, wall pockets, lacquer bowls, lacquer trays smoking sets, cigarette boxes and cases, ash trays tobacco jars, condiment sets, lustre teaset and other teaset, console sets, vases, lamps, shades, bamboo cages, bronze-ware, lanterns, tablecloths, incense burners, incense and many other items suitable for the gift shop.

Brass Tacks in Advertising

To get down to the brass tacks of advertising, in other words, to determine its economic function, is one of the tasks set for itself by the National Distribution Conference, which is operating under the auspices of the Chamber of Commerce of the United States. As one of the phases of the general problem of distribution, a special committee will soon be appointed to take up the study of this subject with a view to suggesting coordination of the work now being done in this field by industrial enterprises, periodicals and advertising agencies.

"The Conference manifested its wish," says the official report of the first session, "that studies be made by a committee for the purpose of discovering methods for guiding advertisers into the most economical means for securing the publicity they need.

"Because it was felt that consumers as a rule do not understand the true functioning of advertising in its service rendered distribution, the Conference believes that a disinterested study and presentation of the facts is needed."

This project undertaken by the National Distribution Conference marks another step away from the obsolete broadcasting method of advertising built upon the hope that some of it would reach the consumers for whom it was intended.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Suc-
cessors, 67-69 Irving Place, near
18th St.

Art Pottery, Bronzes, Marbles and
Lamps.

EDWARD BOOTE, 35-37 West 23d
St.

Cauldon China. Wood & Sons'
Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76
Park Place

"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West
23rd St.

French China Dinnerware, Short
Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th
St.

Importers of China and Glass, Mfrs.
of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc.,
206 Fifth Ave.

Copeland's China, Earthenware and
White China Fancies. Phone, Madison
Square 4182

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and
Glass.

A. J. FONDEVILLE & CO., 24 West
23rd St.

Successors to Fondeville & Van Ider-
stine. Importers of China, Glass and
Earthenware.

OTTO GOETZ, INC., 43 Murray St.

Importer of Crockery, China and
Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920
Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11
East 36th St.

The Famous "Haviland China"
known since 1840.

HERMAN C. KUPPER, Inc., 39-41
West 23d St.

Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41
West 23d St.

Royal Worcester China, John Mad-
dock & Sons, England, Allerton's Line
Earthenware and China. Price Bros.
Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., 105-107 East
16th St.

Importers of Japanese Goods. Tele-
phone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d
St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51
West 23rd St.

Dinnerware from Heinrich & Co., Selb.
Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE,
39-41 West 23rd St.
Formerly M. Redon. Alfred G. Mo-
ment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth
Ave.

King & Barrett, teapots; George
Jones & Sons, Ltd., china; Wedgwood
& Co., Ltd., earthenware. Telephone,
Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and House- wares Trades

PAUL A. STRAUB & CO., 105-107
Fifth Ave.

Tirschenreuth Dinnerware, Specialties
in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102
Church St.

A. J. Wilkinson's, Ltd., Bourne &
Leigh, R. Sudlow & Sons, Shorter &
Sons, Royal Aller Vale and Wat-
combe Pottery.

SPERRY & HUTCHINSON CO., 114
Fifth Ave.

Direct Factory Representatives for
Imported English Earthenware, China
and Teapots. Domestic Dinnerware
and Glassware. Joseph W. Wallace,
Manager.

NATHAN STRAUS & SONS, Inc.,
119 Fifth Ave., at 19th St.

Large stock of imported open-stock
dinnerware. Sole distributors of
"Royal Schwarzburg" and "Superieur"
Limoges dinnerware, Gift Shop Spe-
cialties.

TAIYO TRADING CO., Inc., 101 Fifth
Ave.

Japanese China, Lamps and Bric-a-
Brac.

B. TOMBY, 20 West 23d St., Repre-
sents:

Royal Dresden, Lorenz Hutschenreu-
ther, Koenigszelt, Paul Mueller, Rein-
hold Schlegelmilch, Royal Karlsruhe,
Majolica.

JUSTIN THARAUD, Inc., 24 West
23d St.

Sole Agent for L'Union Ceramique,
Limoges, France.

Myott, Son & Co., Hanley Staffs, Eng-
land. Poszellanfabrik Fraureuth, Sax-
ony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns.
White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg
China and Earthenware, Sweden;
Kosta Crystal, Sweden; Rorstrand
China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255
Fifth Ave., between 28th and 29th
Sts.

Josiah Wedgwood & Sons, Ltd. Tele-
phone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Hunting-
ton, W. Va. New York Sample
Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and
Fine Decorated Glassware.

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and
Colors—Cut, Etched and Engraved.
J. Duncan Dithridge, Representative.
240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New
York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware,
thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgan-
town, W. Va. D. King Irwin, Repre-
sentative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147
Fifth Ave.

Pressed and blown glassware. Chas.
L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth
Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and
novelties. Malone & Nicholson, Rep-
resentatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO.,
T. W. Hamilton, Representative, 139
Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton,
Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-
marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

By

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VOL. 100

March 26, 1925

No. 13

AS THE EDITOR SEES IT BUSINESS SATISFACTORY

A MORE sober frame of mind as to business possibilities is replacing the optimistic predictions which were rife at the beginning of the year. In the crockery and glass trades, however, while sales have not lived up to the enthusiastic predictions of the early weeks, manufacturers express themselves fairly well satisfied in general. In fact, several have stated that up to the past week business had been greater than ever before except during the peak year, 1920 and they feel confident that conditions will continue satisfactory.

TRADER progress in general is rather deliberate and industry is not without some cross-currents and obstructions. Though relatively few in number, these have given rise to expressions of impatience in several trades because the advance has not been more rapid. But this attitude of mind has been found in other previous periods of business recovery and need occasion no surprise now; the very fact that improvement has been setting in on a gradual scale is a rather good augury for its continuance. Does the slight reactionary tendency in security values of the last few days indicate that perhaps the advance since election has been more rapid and substantial than present circumstances would warrant? Probably no two people would agree exactly in their interpretation. After a year characterized by depression in several industries, the volume of production has been steadily improving since the year's low point touched in June, and the momentum lost between March and that month was fully recovered at the end of 1924. By the close of February, 1925, this recovery had amounted to over 35 per cent. In several large and representative groups of industries, the combined activity is now slightly above normal. Commodity prices advanced steadily from

July 1, 1924, until the opening of the present year, since which time there has been a slight downward tendency, due in some measure, possibly, to the heavy outward movement of gold.

BOTH *Dun's* and *Bradstreet's* index numbers of wholesale commodity prices showed small declines on the first of March. This is the first decline in nine months shown by the former index. Living expenses have advanced steadily since last May. In that month it cost the average family 61 per cent more to live than in 1914. In January, 1925, according to the National Industrial Conference Board, the cost was 67.1 per cent greater than before the world war. Food, fuel, light and clothing have been advancing in price during recent months. Rents are important in that they represent about 18 per cent of the average family's living expenses, food representing about 43 per cent.

THE really outstanding features in trade distribution now, as for a year past, are the gains shown in mail order and chain store sales. The former in February showed a gain of 10.8 per cent over a year ago, while the latter gained 12 per cent, the combined sales showing a gain of 11.3 per cent. In January it may be recalled that two mail order houses reported a gain of 13.9 per cent, while chain stores gained 19.6 per cent, and the combined sales increasing 16.6 per cent over January, 1924. Contrasting these showings with those of ordinary department stores, it might be noted that the Federal Reserve Bank compilation covering 605 stores showed a decrease of six-tenths of one per cent from January, and of one per cent from February last year.

The Fundamental Principles of Successful Merchandising

*An Illuminating Discussion of this Absorbing Subject
by an Expert on the Important Phases of Retailing*

BY ARTHUR M. FREEMAN



HAVE discovered in my short and active experience that a good buyer has to be a good seller, that a man's buying ability is largely dependent upon his ability to sell, since the very purpose of buying is turnover. We buy to get rid of it just as quickly as we can.

The big weakness, in my opinion, in business—and that is one of the big weaknesses I found in the department store activity—is that a man thought he was a good buyer because he knew style trends, sources of supply had what he thought was his finger on the market, but he didn't have these other four elementals of merchandising sufficiently in his grasp with them as a background.

The result is, the average merchant is apt to overbuy or buy at the wrong time. He is paying the wrong prices or buying from too many sources.

If an analysis were made, I think it would prove out that most of the trouble with buying is spreading it over too thin a territory and buying from too many people. Now the cure for bad buying, in my opinion, is a better knowledge of selling, and I would have the buyer



MR. FREEMAN is president of the Einson-Freeman Company. He was formerly managing director of the Affiliated Retail Stores, now known as the National Department Stores. In his well rounded career he has served as advertising manager of R. H. Macy and Company and Gimbel Brothers. His views on the essentials of successful merchandising propounded in the accompanying article reprinted from the Merchandise News and Guide were elucidated by him in an address at the 1924 convention of the National Council of Traveling Salesmen's Associations in New York City. He divided the rudiments of successful merchandising into five divisions: buying, marking, stocking, displaying and presenting.

wake up and learn more about selling and these other elements of merchandising.

By "marking" I mean the pricing of goods—mark up and mark down as we call it in department store parlance. The big weakness I have found from a marking standpoint is too many prices in the average stock.

For instance, go into a stock of men's underwear and you will find in a store union suits at thirty-nine, fifty, fifty-nine, sixty-five, sixty-nine, seventy-nine, eighty-five cents and on all the way up. That merchant is compelled to have slower turnover, to give less value for the money and to have a poorer

stock showing.

And of course the store that has reduced its prices to a few—and it is obvious to see that—can give better values because it can concentrate and buy to better advantage, can sell to better advantage and speed turnover to that extent.

Another big mistake merchants make in pricing is that they put prices on merchandise based on what they think ought to be their mark-up.

Nothing could be a greater fallacy than the arbitrary

SALIENT POINTS IN MR. FREEMAN'S INFORMATIVE ARTICLE

Some of the outstanding points made by Mr. Freeman in his discussion of the rudiments of merchandising are the following:

The cure for bad buying is a better knowledge of selling.

The big weakness of many stores, from a marking standpoint, is that there are too many different prices in the average stock.

An arbitrary mark-up is injurious. Merchandise should be priced at what it can logically bring and not at cost plus a fixed percentage.

In determining the selling price the question should be "What *can* we get for it?" not, "What *must* we get for it?"

Buyers should know their stocks, and communicate this knowledge to the salesforce.

Retailers must keep in mind the fact that merchandise well displayed is half sold.

The five principles of window display include frequent change, sales appeal, timeliness, advertising hook-up and imagination.

The importance of presentation—behind-the-counter-salesmanship—should not be underestimated.

saying. "We have got to get thirty per cent of fifty per cent or whatever it is, on this merchandise because we paid this price for it and our cost of doing business is so much." The only way to price merchandise is what it is worth based on a competitive market. Manufacturers are beginning to push their cost systems aside and are saying, not "What did it cost me to produce this," but "What can I get for it?" That is the price, and then work back from there on the basis of what can we make it for, and more and more they are saying, "What can we get for it," and not, "What must we get for it" or "What do we demand for it?"

The common tendency of buying an armful of merchandise and marking it one price is a big fallacy that is being exploded by merchants more and more.

The result of such a policy is that a lot of the merchandise is at a price too high for its value, with the result that stickers are evident and they ultimately have to cut them down and give them away, much of it sold for less than it cost. Today, merchants are dividing their purchases more scientifically.

Another need in marking as a scientific merchandising idea is to have more and more the courage not to cut prices when goods aren't moving but to price them right in the beginning with the turnover in mind, knowing that the old saying always did hold good and always will that "money is made in turnovers and lost in holdovers."

Now on the question of "stocking," I think one of the most neglected things in merchandising and yet one of the most important, is the question of stockkeeping. Being a good stockkeeper, as Asa Gimbel used to tell me, is one of the best things he seeks in a department head. Many sales are lost, whether it is by a traveling man out on the road or a clerk behind the counter, because of an ignorance of what the house has in stock, the lack of an intelligent, consistent and up-to-date knowledge of what is "on the shelves."

I used to say that this idea that sales people behind the counter are all dumb and that they are lazy is wrong. The big weakness is that they don't know their stocks, and a better understanding of their stocks would speed up salesmanship behind the counter more than anything I know.

I call the stock sheet the dope sheet of merchandising, and the buyer that made a hit with me when I was advertising man for a big department store was the man who came up to my department looking for advertising with his stock sheet in his hand.

The fourth element I will discuss is "displaying," and what a factor it is. It is an old axiom, but it is always a true one, that "merchandise well displayed is half sold."

Do you know that it is conceded that the success of the department store and the chain store from a sales standpoint is very largely due to window and counter display of merchandise? Do you know that the chain store people have practically used no other advertising but windows, scientific window display? Also the department stores?

Marshall Field once said that "if I had to choose between my newspaper advertising and my windows I would give up the newspaper advertising," and that is a big thing to say, not disparaging newspaper advertising in any way, but putting it second.

The five principles of window display include frequent change, sales appeal, timeliness, advertising hook-up and imagination.

There are elements of science in displaying goods just as definite as those discovered by psychologists in advertising so that you can virtually double the sales of a department in a month or two by intelligent display of goods.

The fifth and final element I call "presentation" and by that I mean advertising and behind-the-counter salesmanship.

The weakness in our sales structure in the retail business is that many merchants haven't got these five elements of merchandising working together efficiently. I maintain that an advertising man has no right to put after his name "advertising manager" if he doesn't know pretty well the rudiments of buying, good enough to be a buyer for a department, if you please, and if he isn't a man who is in touch with the price situation, who knows what merchandise ought to be priced and whether it is worth the price that the buyer has put on it or not.

If I were a clerk behind the counter again—I used to be—I would say, "Is that worth ten dollars? How can you make me sell this to a woman who comes in if it isn't worth ten dollars? Let us have the courage to sell it for eight if it is only worth eight and sell the other for twelve and we will do a better business and make more money and have a quicker turnover." That is what clerks have got to learn and they must do it if they are going to become merchants.

That advertising manager and those sales people ought to know the stocks of their stores. In at least two stores I got a copy of the stock sheets, the daily stock sheets in the ready-to-wear sections and the monthly stock sheets in other departments. I thought that if I could watch the manipulation and movement of those stocks that was the biggest thing I could do as an advertising manager for a department store, not to write out pretty phrases and pick out good art work, which is incidental but important.



The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER XV—DEFECTIVE WARE: DEFECTS DUE TO IMPURITIES IN THE MIXTURE.

SPECKS.—Practically all clays contain impurities such as carbon, bits of stone, organic matter, etc. We have seen in a preceding chapter, with what extreme care the clay is purified, by step after step, planned to remove these impurities. If the work has been done inefficiently in any respect the extraneous matter will probably appear on the surface of the ware as a conspicuous dark colored speck or spot. In case the cobalt blue has not been finely ground, when it is mixed with the body to whiten it, tiny blue specks will appear in the surface of the body afterward, preventing the goods being classed as first grade. The fact is that at every stage of the many processes the slightest let-up in vigilance may introduce an impurity which will be embodied in the final product as a glaring defect.

Stains or scum—The organic impurities just described are of an insoluble character. Other impurities exist in the clays, in their

THIS is the fifteenth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

natural state, of a soluble nature, such as salts, or other chemical compounds. If any of these has not been eliminated, it will become more or less dissolved, but may permeate the body of the ware with a stain that dulls or discolors the glaze on the surface, giving the pottery a spotty appearance. Sometimes this stain comes from water not sufficiently distilled or purified and used in the making of some of the slips or mixing the materials. One of the worst staining elements which the potter has to contend with, is iron in any form, because it tends to leave a yellow or reddish stain wherever a particle of it is left in the mixture.

Spotted glaze or blinding of the glaze—This trouble may be caused by the workman failing to apply the glaze in spots or having his glaze so diluted that it does not cover well, or else there may be

biscuit ware in places prior to its being dipped.

United States Civil Service Examination

The United States Civil Service Commission announces the following open competitive examination:

ASSISTANT SCIENTIFIC AID

Receipt of applications for assistant scientific aid will close April 25th. The date for the assembling of competitors will be stated on the admission cards sent to applicants after the close of receipt of applications.

The examinations is to fill vacancies in the Bureau of Standards, Washington, D. C., at an entrance salary of \$1,500 a year. Advancement in pay may be made without change in assignment up to \$1,860 a year. Promotion to higher grades may be made in accordance with the civil service rules.

Examination will be given in the following optional subjects: Advanced general physics, ceramics, chemical engineering, civil and mechanical engineering, electric

cal engineering, paper technology, physical metallurgy, physics and chemistry, and textile technology.

Competitors will be rated on general chemistry and elementary physics, mathematics including differential calculus, the optional subject chosen, and education, training and experience.

The Bureau of Standards covers a wide field of work in physics, chemistry, engineering and industrial technology, including research and standardization, and offers valuable experience to those preparing for these professions. Experience in the Bureau is considered an admirable training for scientific work, and its close connection with the industries makes it particularly valuable as a training in industrial research.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. civil service examiners at the post office or custom house in any city.

Putting your china in your customers' dining-rooms



Open Stock
Glassware
Dinnerware
—
Fancy Goods
Pottery

FOR months we have been preaching the gospel of Open Stock. It has been mostly buying talk.

Now we are going to talk in the language of sales.

We want to help you bring your china out of the dark corner of your store and put it where it belongs—on your customers' dining-tables.

China has style—it really has—and that is your cue as to the best way to sell it.

Treat it as style merchandise. Study interior decorating and color schemes a little. Apply what you learn to the display, advertising, and selling of china and glass.

Have tables set up correctly for breakfast, luncheon, or dinner. Give your sales people talks on color, arrangement, and the types of china best suited to the different kinds of dining-rooms.

Write us for further suggestions if you are interested.

Jones, McDuffee & Stratton

CORPORATION

Established 1810

Direct Importers and Distributors of Crockery, China and Glass

25-39 Franklin Street, Boston

Employment in the Pottery and Glass Trades

An improvement in employment in the pottery trade in England is indicated in the particulars given below, which have been taken from the last issue of *The Ministry of Labour Gazette*:

Employment in the pottery trade in North Staffordshire, which suffered a seasonal decline in December after the completion of the Christmas trade work, showed some improvement during January, but there was still much unemployment and short-time working. At Worcester employment was fairly good; at Derby and Bristol a decline was reported and short-time working increased; at Glasgow employment continued bad. The percentage of workpeople employed, as indicated by the unemployment books lodged at Employment Exchanges, was 16.9 at January 26, 1925, as compared with 19.4 at December 22, and 16.1 at January 28, 1924.

SUMMARY OF EMPLOYERS' RETURNS

BRANCHES.	Number Employed.			Wages Paid.		
	Inc. (+) or Week Dec. (—) on a			Inc. (+) or Week Dec. (—) on a		
	ended			ended		
	Jan. 24.	Month Ago. Per cent.	Year Ago. Per cent.	Jan. 24.	Month Ago. Per cent.	Year Ago.* Per cent.
China Manufacture .	1,478	+2.0	+0.5	2,782	+ 0.7	— 8.6
Earthenware Manu- facture	8,208	—2.1	+4.8	14,701	— 6.8	+ 8.4
Other Branches (in- cluding unspecified)	1,822	+0.1	+0.4	3,502	— 2.6	+11.6
TOTAL.....	11,508	—1.2	+3.5	20,985	— 5.2	+ 6.3
DISTRICTS.						
North Staffordshire..	8,539	—0.7	+1.8	14,749	— 2.4	+ 4.4
Other Districts	2,969	—2.7	+9.0	6,236	+11.2	+11.0
TOTAL.....	11,508	—1.2	+3.5	20,985	— 5.2	+ 6.3

* Comparison of earnings is affected by changes in rates of wages.

Returns from employers relative to short-time working showed that of 10,858 workpeople employed by firms furnishing information, 3,489, or 32 per cent, were working on an average 14 hours less than full time in the week ended January 24, 1925.

In the general summary of January it is stated that in the glass trade employment continued moderate on the whole.

Illinois Credit Men Discuss Problems

At the annual meeting of the Illinois Credit Bureaus Association, held recently at Springfield, H. F. Sehmer, of Peoria, was elected president for the ensuing year. Mr. Sehmer is the State Membership chairman for both the association and the division.

The new executive has a splendid cabinet in Anton Schager, first vice-president; A. L. Loud, second vice-president; Mrs. Trenna Lambkins, third vice-president, and F. A. Tissier, secretary-treasurer.

The fall meeting will be held in Champaign, Ill., closing Saturday noon, enabling the delegates to see a football game with the famous Red Grange as the star performer.

The Springfield meeting devoted 90 per cent of its time

to a discussion of twenty-nine subjects submitted in advance.

"How to Secure Listing of New Accounts" was answered by:

(1) Having credit grantor file a carbon copy of all new applications with the bureau.

(2) Securing lists of all customers ninety days or over delinquent.

Mr. Loud, of Springfield, recommended publishing the names of all the members of the bureau in newspaper credit campaigns. He finds it invaluable in securing new members.

After a discussion on the ethics of answering mail-order inquiries, a resolution was drawn up and adopted respectfully requesting the National Association to disallow membership to concerns principally engaged in the mail order business.

Sales Drop 97 P. C. Without Display

Louis Seele, who operates one of the most progressive hardware stores in Indianapolis, is a firm believer in the value of interior displays, particularly for items of the much-needed-but-usually-forgotten variety, and makes it a point at frequent periods to display such articles.

He quotes the following experience to prove his contention:

With a small display he sold 146 coffee-percolator tops in a period of seven weeks. Then he removed the display, and his sales of this item for the next three weeks amounted to exactly one; which is to say they dropped off more than 97 per cent.

Upon putting back the little display he sold no less than thirty-five in the next seven selling days.

Hardware retailers are losing a huge aggregate of business every year to the five-and-tens," Seele says, simply through lethargy. The loss is particularly heavy in the little hardware items that the five-and-tens display in trays, screws, hooks, hinges and similar merchandise. The regular hardware store prices for these items, he points out, are far lower than the five-and-ten prices, but they are the sort of merchandise that the customer picks up when the sight of them calls to mind the need. People seldom make a special trip to the store for them.

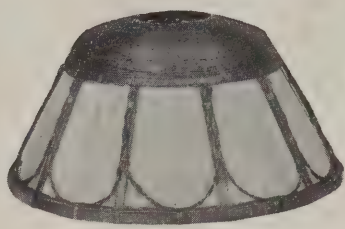
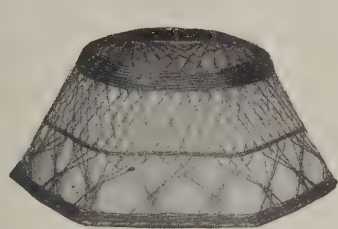
To increase his turnover in them substantially, Seele says, it is only necessary for the hardware dealer to display them as prominently as his chain competitor does in little trays with price tags and let customers ask for them.

Dollar's Buying Power 61.7 Pre-War Cents

Prof. Irving Fisher, of Yale University, announced that last week's prices averaged 162 2-10 per cent of the pre-war level. The purchasing power of the dollar was 61 7-10 pre-war cents. Crump's index number was 158 9-10.

Index numbers of the last five weeks follow:

	Fisher.	Crump.
March 14	163.4	160.7



PROPER GOODS FOR PROPER SEASON

Now is the Time to Prepare for Summer Requirements

BAMBOO and SILK LAMP SHADES and HANGING LANTERNS
of all kinds for all occasions for cool and artistic lighting.

All Kinds of Lamps made from Japanese Bronze and Pottery Vases

ILLUSTRATED CATALOGUE ON REQUEST

MOGI, MOMONOI & CO., Inc.

Importers of Japanese Goods

105-107 EAST SIXTEENTH STREET

NEW YORK, N. Y.

March 7	164.1	161.7
February 28	163.1	161.7
February 21	162.3	161.6
February 14	161.3	162.7

Henry A. Golwynne Acquires Sillimanite Mine
in India

A mine containing unlimited quantities of sillimanite, a material having the highest degree of fire-resisting qualities known, has been discovered in India and acquired by Henry A. Golwynne, New York importer of chemicals, according to a cablegram received from Mr. Golwynne at his New York offices, 26 Cortland Street. This is the only natural deposit of sillimanite in the world large enough to be of commercial importance. The value of the mine is estimated roughly at more than \$1,500,000. The site of the mine is about 100 miles west of Calcutta, at the foot of the Himalayas. The local Rajah and his ancestors have used the mineral for years to make pottery for the palace, but never suspected its importance to modern industry. Mr. Golwynne heard about it last December, and immediately sailed for India to investigate. He found the ore lying on the surface in boulders 100 yards wide and 100 yards long. Sillimanite can be heated to 3326 degrees fahrenheit without softening or cracking. Steel manufacturers, glass makers and others who use exceedingly high temperatures

have long wished that enough sillimanite were obtainable to line their furnaces. According to an article in the *Mining Journal* of London, published before the new mine was discovered, sillimanite "would more nearly satisfy the requirements for refractory materials than other known substance." The U. S. Bureau of mines has experimented for years in an attempt to produce it artificially, but has never succeeded in equalling the natural mineral. According to a consulting chemist of New York, sillimanite is not damaged by acids or other chemical destroyers and can take the terrific pounding of metals that goes on inside a blast furnace. Mr. Golwynne has sailed for New York on the Cunarder Mauretania, due Friday, March 27th.

Make It Distinctive

That a pleasing and distinctive package has advertising and sales value is a fact long recognized by manufacturers. Many retailers, however, continue to use the plain wrapping paper without an effort to individualize their package. Yet is not a difficult or expensive matter to attain a striking package effect which will be recognized readily as belonging to your store. As a suggestion an original effect can be gained by stripping each package with a narrow colored paper band imprinted with your store's name and address.



CAUGHT IN THE NEWS NET



ONE of the arrivals in New York on the S. S. "Veendam," Sunday was Paul A. Straub of Paul A. Straub & Co., New York. Mr. Straub spent about two months visiting the European markets.

Leon Sultan, with Nathan Strauss & Sons, Inc., New York will be at the Gift Show at Philadelphia for the next week where he will be in charge of that concern's display of gift art wares and dinnerware at the Adelphi Hotel. He returns to New York on the thirtieth. He will start at once on a four weeks' trip through Philadelphia, Baltimore, Washington and West Virginia.

Rene F. Dunne, with E. Torlotting, New York, returned Saturday from his initial trip for that concern. He spent about two weeks in the New England States. Mr. Dunne expects to start out on another trip after a stay of several weeks in the home office.

Joseph Offley with B. Tomby & Co., was called back to New York from Michigan by the death of his mother who died Sunday. The sympathy of the trade is with Mr. Offley in his bereavement.

S. E. Thompson of Copeland & Thompson, Inc., New York left March 22 on his long trip. He opens in Boston going from there to Providence and Philadelphia then as far west as Omaha.

G. Torlotting of E. Torlotting, New York, who was confined to his home several days last week by the grippe returned to the office Monday feeling considerably better but not yet up to his usual standard of good health.

The new Kentucky Hotel at Louisville, Ky., was equipped entirely by the Libbey Glass Manufacturing Co., Toledo, O., with their Nonik-Safedge glass.

Henry Saul of Rehberger & Saul, New York started out on a Western trip Saturday. He will be gone about three months.

Richard Ratner, New York manager for the Libbey Glass Manufacturing Co., left Wednesday night for a short trip to Toledo.

Martin Zolle, with Nathan Straus & Sons, Inc. returned to that concern's headquarters in New York Monday from a Western trip.

H. S. Clarke of B. Tomby & Co., New York, left for Philadelphia Monday. He will be back in the city Friday.

Justin Tharaud, Jr. of Justin Tharaud, Inc., New York returned Friday from a fortnight's trip through New England.

Walter J. Straub, of Paul A. Straub & Co., New York leaves on the first of next month on his Eastern trip.

The Fraureuth China Co. recently incorporated for \$50,000 by E. Kressler, Jr., A. B. Brenner and S. Bacharach.

Onondaga Pottery Co. Appoint Wm. L. Percy Southern Representative

It will come as a distinct surprise to the trade to learn that William L. Percy, former President and Treasurer of the Dobbs & Wey Co., Atlanta, Georgia, and one of the most prominent business men in Atlanta has become associated with the Onondaga Pottery Co., Syracuse, New York, manufacturers of "Syracuse China," as sales representative for South Eastern territory.

Mr. Percy has been one of the recognized authorities of china in the South for many years and recently resigned from the Dobbs & Wey Co. to become associated with the Onondaga Pottery.

Mr. Percy will continue to reside in Atlanta, which has been his home for many years. He will have his office there from where he will be able to keep in close touch with all points in his territory.

Belief in the future development of the South and increase of business necessitated the establishment of a representative in the South where many of the largest hotels, clubs, colleges and railroads are users of Syracuse China.

The selection of Mr. Percy as Southern Representative is a distinct compliment to both Mr. Percy and the south.

The Passing of a China Store

The old established china firm of Chas. Emerson & Sons, of Haverhill, Mass., have disposed of their stock and fixtures and retired from the china business. Doubtless, history of the house will interest the trade who have sold them merchandise for over half a century.

This firm was established in 1866 by Charles Emerson, Charles E. Emerson and George L. Emerson. At this time the entire business was in fancy goods, stationery, and toys, the china department not then having been added. In the year 1876, George L. Emerson, then the junior member of the firm, proposed that they add an extensive line of china and glassware to their stock. Returning from the Centennial celebration at Philadelphia, he went through the china markets of New York for the first time and made a selection. This line then became a prominent and growing feature of the business.

On account of the great fire in 1882 which devastated the whole industrial section of the city of Haverhill, a syndicate was formed, purchased a commanding position in the heart of the retail district, and in 1883 erected a beautiful structure with two stores on the front and an opera house and hotel in the rear. One store was fitted up under the direction of George L. Emerson, with every convenience and on a lavish scale, in the way of furnishings and decorations. Early in the history of the store, George L. Emerson decided to take a European trip to select merchandise at first hands, in the English, French and German markets, and he made very important connection with leading makers of fine wares.

This trip was so satisfactory that they were afterwards continued and resulted in Mr. Emerson bringing to Haverhill an array of merchandise of exceptional quality and merit, not seen elsewhere, and equal to that carried in stock by stores in the largest cities of the country.

Charles E. Emerson passed away in 1889 and Charles Emerson, Senior, in 1890, leaving George L. Emerson sole survivor of the original firm. He continued the business, and in 1903 sold out the Haverhill store to his son, Wm. W. Emerson, who has now disposed of the stock and fixtures, but not the name, to a dry goods concern. In selling the big store, he reserved for himself the summer store at Martha's Vineyard which, up to this time had been carried on from the Haverhill store.

Geo. L. Emerson is located in Boston at 420 Boylston St., the Fifth Avenue of Boston, in the modern and up-to-date Berkeley Building, where he has enjoyed the patronage and the friendship of his many clients who come from all over the country, even as far as the Pacific Coast. He will handle many lines of imported china, glassware and novelties there with the able assistance of Miss Goodwin, who began her work years ago in the Haverhill store.

W. E. Hunter Elected Head of Directors of Morgantown Chamber of Commerce

At a recent meeting the directors of the Chamber of Commerce, Morgantown, W. Va., re-elected W. E. Hunter as president of that body. Their act in this instance is recognized as one of wisdom and foresight. Mr. Hunter who was formerly head of the Economy Glass Co., has been a splendid leader for the community enterprises that center in the Cham-

ber of Commerce. He is thoroughly familiar with the possibilities of Morgantown and also is able to recognize its limitations and he is well equipped by training and natural ability to meet and handle successfully the situations which may arise from time to time.

Morgantown is a growing town and therefore has many problems which will require solutions within the next few years. It is felt that Mr. Hunter is just the man to head the Chamber of Commerce at this time when there is need for well balanced, farseeing and intelligent leadership.

Irving Cut Glass Co. Buy Decorating Plant

The Irving Cut Glass Co., Inc., Honesdale, Pa. has purchased the entire equipment, good will finished and raw materials of the White Mills Decorating Co., White Mills, Pa., which has been removed to the Irving plant where the former owners Alex. and Charles LaTournous, as well as their former employees, will be engaged at the Irving plant.

The Irving Co., are preparing a line of high grade gold decorated, iridescent and combination color and gold ware which will soon be put on the market in addition to their cut glass line which has enjoyed a reputation for quality for twenty-five years.

The company has fitted up the second story of their factory to take care of their decorated line, giving them ample space and convenience for this particular line.

To Celebrate Forty-fifth Year With Mercer Pottery

Charles McDonald, the well known representative of the Mercer Pottery Co., Trenton, N. J. whose friends are legion in the trade, is about to celebrate his forty-fifth anniversary with the above firm.

He is one of the pioneers of the open stock idea in dinnerware and has a large following among the buyers in his territory, many of whom he has seen rise from stock boys.

Mr. McDonald is still in robust health and can cope with the best in the business when it comes to real salesmanship. He devotes the most of his time to traveling and enjoys selling a bill of goods as much today as when he started.

Miles of Travel

Many different forms of guessing problems have been offered to customers by the retailer, but one which holds an unusual amount of interest and publicity value is "Guessing the Number of Miles Your Delivery Auto Will Travel During the Next 30 Days." Your autos, of course, would need to be equipped with mileage counters. Convenient inducements for successful estimates can be offered. Everyone should be invited to estimate regardless of whether or not they trade at your store.

A READY SELLER

Blue and White Canton China

Complete stock for immediate delivery at pre-war prices

Also Gold Medallion Nankin and Chop Suey China. Porcelains for Lamp Mounts, Etc. Write for Price List.



Blue Canton Dinnerware

SOY KEE & CO.

Direct Chinese Importers

7-9 Mott St.

Chinatown

New York

Consumer Shifts Channels of Distribution

Changing methods of distribution are caused by the consumer, according to Alvin E. Dodd, manager of the Domestic Distribution Department of the Chamber of Commerce of the United States, in an address delivered recently before the Federated Retailers of Nebraska in session at the Hotel Fontemelle.

"Merchandise," said Mr. Dodd, "is now seeking the consumer and follows the crowd. The consumer of his wants have become the determining factor. A few years back the customer sought the merchandise and the whole distribution system—retailers, wholesalers and producers—was designed to supply his needs.

"The balance is now shifting. The distributor hunts up the consumer and gives him not merely what he needs but what he would like to have. Grocery stores supply hair nets. Chain stores sell cigarettes and tobacco stores serve lunches. Examples of this kind could be multiplied.

"The consumer, in the aggregate, is the magnet. The retailer makes it his business to get as close to him as possible. The chain store is established in his neighborhood or the place he frequents. He is importuned through the mail order catalogue and house-to-house canvassers haunt his doorstep. Instead of following the older method of supplying wholesalers who in turn supply retailers, many manufacturers and producers deal directly with the retailer and not a few directly with the consumer.

"Much of the confusion in the distribution system is

due to this shifting of the balance between supply and demand.

"Before we can cut down distribution costs we must acquire a knowledge of the facts of distribution and ascertain the trend of selling. We do not know how many outlets there are for a particular article or commodity. We do not know how many grocery stores there are. To know how and when to buy the retailer and consumer both need information concerning stocks available and the market trend. Facts such as these must be obtained as a basis for the study of economical methods of distribution.

"This whole question is one which distributors themselves have taken up by organizing the National Distribution Conference under the auspices of the National Chamber. Six special committees have been appointed to study as many aspects of the general problem of distribution and their reports will be made the subject of discussion at a general meeting of the conference, composed of approximately two hundred representatives of various trades, to be held probably late this year."

The German Glass Industry

"Conditions now prevailing in Germany are so complicated that it is very difficult to form any absolutely certain idea as to what economic conditions lie ahead in the more or less distant future; still, following along broad lines of reduction, the assumption is that, unless something abnormal occurs to upset things, we are progressing towards much better business times, says the Glashütte.

"It is only on Jan. 10 this year that Germany has again received a free hand in her trade policy, so that new commercial treaties can be made upon an unrestrained basis, and thus a revival of German trade and industry may be looked for. Still depressions may be effected in the near future, as, of course, the new order of things is bound to cause a revulsion in many directions before things will settle down to their normal stride again. Steps will be taken very shortly to develop export business, with the aid of government control and new regulations.

"Of course things will not be as they were before the war, and especially in the case of trade with the United States. Before the war America was a big exporter of raw materials, but during and since the war she has acquired about half the stocks of gold of most States, and has started making goods with her own raw materials, assisted by numerous new trade organizations. At the Leipzig spring Fair this year art glass plays a greater role than ever, it is reported.

"Germany has made great strides of late in this kind of glass, especially in so-called 'crystal-glassware.' Taken all round the glass industry is now satisfactorily employed. Table glass firms are sold out for the next two or three months, and the same thing applies to the bottle industry. Exportation, however, is not good; for instance, in bottles the pre-war export total of 30 per cent. has now dropped to 12 per cent.



WHAT THE POTTERIES ARE DOING



VERY little change is noted in the pottery market to improve the condition as previously reported in the east Liverpool district. Production continued on a basis of about 75 per cent, taking the district as a whole, although some concerns are showing improved records. Orders at times are spotty. Mail order houses have been using a considerable volume of merchandise and concerns that have been handling this business have been fairly active in production. Open stock dinnerware has been in rather good request and some business that was placed in January is now going forward. Whiteware has been in favorable demand, especially from some jobbing interests that have been featuring this class of merchandise. Orders in a general way, however, for all lines, as they are now being received indicate a conservative attitude on the part of buyers. Heavy specifications are not in the volume they were a few years ago but smaller orders are in more frequent receipt. Specialties are in fair movement and business on these lines could be better. However, there is considerable business on file for these lines for April shipment.

The death at Atlantic City, N. J., last Friday evening of George W. Meredith, a former resident of East Liverpool was a shock to the entire pottery district. Mr. Meredith was a native of East Liverpool and was a selfmade man, working up from the pottery bench. He was very successful in his business ventures here and for a number of years was actively interested financially in the Colonial pottery. He was the father-in-law of John B. McDonald, secretary and sales manager of the Knowles, Taylor & Knowles Co., and a few years ago he removed to Atlantic City where he engaged in the real estate business. The body was returned to East Liverpool for burial. Mr. Meredith was one of the first members of the East Liverpool lodge of Elks.

The Niloak Pottery Co., Benton, Ark., is featuring three lines of ware for hand decorating this season, including plain white, white and blue and white and brown. The ware is being shipped in assorted colors when desired.

According to George A. Bauer of the Edwin Bennett Pottery Co., Baltimore, Md., the outlook for business is not quite as encouraging as the officers of the company anticipated late last year. "We have put greater efforts in our selling campaign during the last six months than ever before," Mr. Bauer relates, "with the result that we have only been able to keep the factory jogging along." Notwithstanding the present situation, the company proposes a number of factory extensions ere long, this pro-

gram of improvements now being given serious consideration.

While a fair amount of new business is being hand'ed by the Warwick China Co., Wheeling, W. Va., it is the opinion of C. E. Jackson president of the company that it is the same in every branch of the clay industry. "There are many reasons for the present depression and I, like every one else have reasons for the conditions that exist," Mr. Jackson said. "However, I have no panacea to offer." In view of the present business conditions in the whiteware pottery industry, the Warwick company does not propose any factory extensions at this time.

The decline in production at the plant of the Owen China Co., Minerva, O., amounts to but one kiln per week, which does not in any way interfere with shipments from this factory. The No. 1 plant of this concern has been operating continuously until the last fortnight when one kiln per week was dropped from the production schedule. "We have found business somewhat spotty," relates General Manager Paul E. Ryan and he then said, "We find it a little bit slow in the retail lines but picking up very much better than a few weeks ago and particularly good in some of the larger centres." The No. 2 plant of this company is still inactive, having been so since late last year. An improvement in business conditions will cause their No. 2 shop to be placed in operation.

The factory of the Illinois China Co., Lincoln, Ill., is running full, according to General Manager James Shaw, who declared that "business with us is entirely satisfactory. While we cannot predict what the future has in store for us, we see no reason to be pessimistic." This company is contemplating no factory extensions at this time.

The Bedford China Co., Bedford, O., is engaged in filling a number of large Government specifications and it is also doing a rather active export business, according to recent reports from that plant. The company is featuring an exclusive line of hotel china, both in plain white and decorated.

Salesmen from the East Liverpool district who travel the western territory have advised home offices of the renewal of the charter for the Sioux City Crockery Co., Sioux City, Iowa. The company has a capital stock of \$100,000. Officers of the corporation are; president S. L. Soelberg; vice president James Newton; secretary-treasurer A. P. Soelberg. The company has been engaged in

(Continued on page 30)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



DEMAND for flint glass lines, such as tableware, specialties, lighting glass and staple items continues in moderate way. There is no decided rush on the part of buyers, so sales managers report, although new business is in constant receipt. The volume is not large so far as individual specifications are concerned. The tendency on the part of buyers of glassware at this time is to order merchandise according to their immediate requirements. Some business booked by the manufacturers during the January sales period is still being worked out and with new orders coming in plants are in rather favorable production schedules. Staple items are in fairly good request at this time, and several factories making a special feature of this line of merchandise are showing an increased output. The chimney business is slow, the demand being very weak for this line of flint ware. Decorated glassware or the novelty lines are in rather good movement and some factories are reporting repeat orders on the business they booked during January.

An additional furnace has been started at the plant of the Pittsburgh Reflector Co., Irwin, Pa., just east of this city. The company is in receipt of additional new business and a greater production schedule now has to be maintained.

"Our opinion is that better times are ahead provided our state and national Legislatures discontinue their too common practice of penalizing all who engage in business," was the salient remark of W. J. Wambaugh of the Eureka Tumbler Co., Cameron, W. Va., made to the CROCKERY AND GLASS JOURNAL this week. "Capital must be encouraged," Mr. Wambaugh continued. "Until capital leads the way we will not have good times. The merchant is unable to buy or sell until the customer has the means to buy. The consumer must have an income, whether from labor or from trade. To supply this income, capital must buy of him, either his services or his property. It is up to capital to 'start something.' So long as capital invested in business enterprise must bear its losses, but be penalized when it earns a fair margin of profit, it will continue reluctant about starting things. In the thin blown glassware manufacturing business we look for little improvement until machine and hand production have found a more permanent cost level and the volume of each kind agrees with the market demand." The Eureka company is now considering a factory improvement program with a view of lowering the cost of production. Just how soon these improvements will be started has not been determined by the management.

Reports from the offices of the Inland Glass Co., Chicago, Ill., for the month of February show it to have been the largest in the history of the company in point of receipt of new business and in shipments. "It was the biggest month we've had in our existence," observed T. E. Chambers, sales manager. On account of the active business condition prevailing the Inland Glass Co. advised the trade of an advance in prices, the new list becoming effective as of Feb. 22. In face of this advance, there has been no decline in orders. At the annual meeting of the stockholders of this company, at which time the new board of directors was elected, the latter organized by selecting the following officers: President, Cornelius J. Nolan, who will also act in the capacity of general manager; vice-president, John J. Mitchell, Jr.; secretary-treasurer, Noble B. Judah. The board of directors include John T. Pirie, of Carson, Pirie & Scott and Philip K. Wrigley, president of William Wrigley, Jr., Co., both of Chicago.

Following the annual meeting of the stockholders of the United States Glass Co. the following were elected as members of the board of directors: Marion G. Bryce, M. B. Goff, L. A. Meyran, Ernst Nickel, J. B. Orr, E. E. Slick, H. N. Trimble, Charles E. Willock and David Yost. The organization of the board will show no changes in the present personnel of officers.

News has been received by the trade here of the death at Shinnston, W. Va., of J. J. Paquet, president of the Paquet Glass Co., of that place, at the age of 63 years. The company for some years has been actively engaged in the production of lighting glassware, tableware, novelties and specialties.

Following an idle period of considerable length, the plant of the McBride Glass Co., Salem, W. Va., according to a report heard here, is to be placed in operation at an early date. The company has been engaged in the production of chimneys but on account of the condition of the market has not been operated actively for some time.

The Jeanette Glass Co., Jeanette, Pa., reports a very satisfactory volume of business on hand but the sales department holds the opinion that heavy buying during the summer months is not anticipated. "From September on, there should be very heavy buying of all lines of glassware," the company reports. The factory of this company is now being operated at full capacity, "and we expect to be able to keep it so during this year," the sales department advises.

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Cox & Co. Showing New Designs from Imperial Glass Co.'s Factory

THE showrooms of Cox & Co., 120 Fifth Ave., New York are aglitter with wonderful new assortments of glassware from the factory of the Imperial Glass Co., Bellaire, O. Aglitter is the only word which suitably describes the effect of these new samples for they are of beautiful, guaranteed fast colors, iridescent blown glass in a new ruby, peacocks, emerald and amethyst shades. In these colorings there is an extensive variety of vases and flower bowls, in plain optic and cut designs. There are tall slender vases graceful in line, large and small rose bowls, suitable also for sweet peas and violets. There is such a diversity of styles that is quite impossible to describe them. Here are also to be seen iced glasses, table tumblers and grape juice glasses with plates to match in the same iridescent colors. An interesting feature, which appears in a line of salad plates, sherbets, cracker and cheese plates, sandwich trays and handled fruit bowls, is a crackled ice effect which come in the same colors as the bowls. These are to be had plain, and with cuttings in three different designs. The plain ice colors with their hint of iridescence are very lovely, soft, and misty. There is one, colorless, which looks exactly like deeply packed ice. The cuttings stand out sharply against the translucent back ground and show themselves up clear and graceful, especially in the colored ware. Then, there are, in heavier glass console sets with large fluted bowls and well modeled candlesticks. These are in three colors, peacock, sapphire and ruby. Two new colors, a deep rich amber and equally beautiful mulberry come in two different lots, 6½" flower bowls, 9" fruit bowl, 7" square dish, 6" two handled nappy, wide fruit bowl, 8½" salad plate, and 10½" plate in one assortment. In the other are a flower vase, open sugar and creamer, two handled pickle and olive dishes, 6" berry bowl, 7½" plates, sherbet and plate, sweet pea and tall vases. These list only a very modest showing of the many new samples in glassware put out by the Imperial factory including a special, and very ornate line of pressed glassware for export. Added to the beauty of color and grace of line of these new numbers are the exceptionally attractive prices which become not the least of the intrusting features.

The Wm. S. Pitcairn Corp. Imports Interesting New Earthenware Decorations

The Wm. S. Pitcairn Corp., 104 Fifth Ave., New York, are showing some interesting designs in earthenware, dinnerware which show up beautifully against a warm ivory body. One is a large central decoration consisting of two flowers with petals wide open in brown with blue centers and two halfopen rosebuds in deep pink with dark green leaves. About the verge is a run-

ning band of green leaves. Handles and cover are traced in red. Another decoration employs four large deep blue blossoms with brown centers and dark green leaves in spray effect which almost join one another to make a full border. A green line edge and green tracings outline the embossed decorations on covers and handles. Still another pattern shows large flowers with smaller blossoms, both in a deep, vivid orange. These combined with black leaves encircled by a black line, form the central decoration. Around the verge there runs a wreath-like spray of leaves, black alternating with brown. A narrow brown edge with black line just inside and flower decorations of same type on cover with red tracings outlining embossings completes thus charming design. These which are rich and bold both in coloring and design are most delightful for informal dinnerware and make a strong appeal to lovers of the unique yet artistic. Other numbers which attract the eye at once are the children's sets decorated with quaint appearing animal and human figures done so as to leave to effect of a cross-stitch sampler. There is a fanciful old lady from Mother goose, or some such mythical literature. She carries a basket. A small elephant shows itself in one pattern and a cat and mouse in an odd three cornered effect like the Cheshire cat with its vanishing grin in "Alice-in-Wonderland". A monkey on horseback, a blue dog and a bird are other motives which adorn these sets for children. These are all in gay colors and are sure to be loved by the little ones who will make their meal a play time and be more willing to eat their food in an effort to see the queer interesting pictures.

New Designs in Bohemian Glassware

Bohemian glassware takes in added interest when one sees the lovely new samples shown by E. Torlotting, 35-37 West 23rd Street, New York. These are in solid amber color, rich and clear and decorated with frosted bands through which runs a design of holley with berries in wreath effect, broken here and there by butterflies in flight. The natural colorings are very beautiful, executed by hand by skilled artists. There are in the new assortment, salad plates, cake trays, sherbets, with plates, handled punch cups with plates vases, candy jars, console sets consisting of footed bowl and candlesticks, several sizes of comports high and low foot, jugs, powder boxes, night sets and liquor sets. These are all of a charm quite different from other glassware and a tiny gold star in the center of each piece is a finishing touch. A beautiful new vase, of Gouda pottery is also worth consideration. Grecian in line, very large, and in typical Gouda colorings and design is this new piece of artistic workmanship from Holland's famous artisans. Large terra cotta flowers, with green leaves on a white ground combined with bands of the silvered green lustre, a typical Gouda shade and finish make this number a delight to the artistic eye.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE tale of retail depression is not echoed in the crockery, glass and house ware branches, but business is generally only moderate. The Federal Employment Service indicates a slight improvement last month for New England generally and the Massachusetts department of labor and industries says that the number of employees increased 1.4 per cent in February, though the aggregate pay roll gained only 1.2 per cent, average weekly earnings, female as well as male, being \$24.21. Of those employed, 64.2 per cent are on full time and 35.8 per cent on part time. The full time figure was the best in many months and the trend of employment was upward for the seventh successive month.

William A. Robertson et al. have purchased the Dedham Pottery plant, comprising a group of brick buildings with about two acres of land on Main St., East Dedham, from J. Mott Hallowell, executor of the estate of Arthur A. Cary. Mr. Robertson has for many years conducted the pottery, which was founded by his father, and retails its famous blue-gray crackle ware through the Boston Society of Arts and Crafts.

Walter Church, with Edward B. Dickinson, Inc., arrived at Young's Hotel Monday, with attractive dinnerware samples of the Britannia Pottery Co., Glasgow, Scotland, never before shown here, and the well known Booth's wares. Next week Mr. Church will travel in New York State.

E. Kopstein, with A. Steinhardt & Bro., was here this week on his monthly visit at Young's Hotel, showing leather, jewelry, fancy tape measures, trays, etc. On the week of April 22 he will be here for two weeks with two other men and an exceptionally large exhibit for holiday orders.

"Jim" Darcy will resign as assistant buyer of kitchenware for Houghton & Dutton Co., about April 1, in order to represent Lalance & Grosjean in Boston and Southern New England. He takes the place of Amos Leighton, who died in Providence last month. He will sell their full lines of enamelware, galvanized and tinware.

Randall & Co. have become New England agents for the Republic Stamping & Enameling Co., Canton, O., who exhibited at the recent hardware show. The feature of their product this year is the decal decoration burnt into the white enamel on their baby's bath, feeding plate, child's mug and cup and saucer. Their preserve kettles have long been popular.

The recent move of Thomas Long Co. to 40 Summer St. marks the 55th anniversary of the store. Mr. Long had a jet jewelry factory on Avon St. in 1870 and later became an importer and wholesaler. He died 28 years ago and the business was acquired by the present owners, Charles W. Davidson, Newtonville, president; Frank F. Davidson, Aburndale, treasurer, and George Moses, Boston, secretary. They opened their retail department at 41 Summer St. in 1901. The wholesale department occupies most of the second and third floors of the new store, and has a separate entrance at 46 Summer St. The place is three times the size of their former store, and has china and glass departments, as well as jewelry, clocks, etc. The show cases of American walnut are arranged in four "islands" approached by wide aisles, and there is plenty of sunlight.

Thomas W. Goad, retired furniture dealer of Lynn, died March 4 of pneumonia. He was born in Quebec 71 years ago and came to Lynn about 1886. He leaves his wife and a son, Kenneth F. Goad of Lynn.

H. R. Talbot, Winchester, has resigned as salesman of the hotel department of Jones, McDuffee & Stratton.

George D. Sailer, secretary of the McKee Glass Co., was in town for a few days last week.

A fire in the crating room of J. R. Libby Co., Congress St., Portland, on March 12 was confined to damage of \$500, thanks to the hard work of firemen aided by two sprinkler heads.

Employment Gains

EMPLOYMENT in New York State factories gained between 1 and 2 per cent from January to February, a larger increase than the corresponding one in 1924 or 1923. When expansion in industry began in 1922, after the depression of 1920-21, the gain was more than 3 per cent. In spite of the shortness of the month, steel ingot production in February was reported to have reached a total of 3,547,020 tons, as compared with the revised figure of 3,964,704 tons produced in January, and 3,612,631 tons in February, 1924. The daily rate of production last month was one-half per cent higher than in January, and only 3 per cent below the highest rate ever attained, which was in March, 1924. Steel production is being kept up at between 85 and 90 per cent of capacity.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

BY BEATRICE MILLER WISNER

THE Wanamaker New York Store, has been featuring some extraordinary window displays where the attraction centers around elaborately appointed dining table service. The present window shown could not be more charmingly or appropriately decorated, inasmuch, as it is a gentle reminder of the approaching wedding season. An exquisitely arranged dining table, standing in the center of the window, with covers laid for eight, shows the daintiest of stemware with gold encrusted borders and fine china service plates, with dark blue borders and gold bands. These grace the guest's places. An elaborate silver centerpiece holding clusters of lovely sweetpeas and underneath swinging unique bon bon dishes, with high candelabra holding green candles placed at either end of the table, unite in giving a richness to the entire service. Old English carved wood high-backed chairs await majestically the arrival of the nuptial party, while a regally beautiful carved wood screen stands at the back of the window. Service plates in gold and green effects and gold bands are placed on serving tables, and exquisite lamps in dull browns and light ecru color tones, give royal splendor to the scene. The window expresses a high type of artistic decoration, spiced with variety and served in good taste.

The Koch anniversary sale brings some outstanding prices in lamps, crockery and housewares. Fine bridge lamps, of wrought iron in master-craftsman style with twining flowers and polychrome finish are a remarkable special at \$4.85. Splendid tables for the card lover, at \$2.19 with leatherette top and mahogany stained frame, carpet sweepers at \$3.45 high grade, electric irons, nickel plated at \$3.45, gas 3 burner stove at \$19.50, with china and glassware to brighten the sale are some of the 65th Anniversary numbers in the up-town district.

Egg shell china in its delicate beauty is always a cherished possession and Vantine's is offering a special inducement of this excellent ware in tea sets at sale price of \$10. These sets are Japanese lustre with the real egg shell thinness, in tan with gold border and blue with tan border. The shapes are ample and appropriate for the use designed. Flowers for Easter have an urgent appeal during coming weeks and these are also specially priced including the noted Awaiji ware bulb and flower bowl, in rose or lavender filled with pebbles and six narcissus bulbs, priced at \$2.50 complete with an extra flower holder included, lovely reed woven baskets, with insert porcelain flower vase holder of rose blue and yellow, at \$1, and splendid artificial hyacinth plants, attractively set in a Chinese hand carved light brown porcelain pot, at 50 cents are some of the Easter favorites modestly priced for the sale period.

Lamps have an unusual appeal when shown at such figures and fine models as have been chosen for attractions at the Blumstein store. Pottery boudoir lamps, black pottery vase, with colored parchment shade at \$1.98, floor lamps, artistically hand carved in several finishes, with Georgette or silk shade in all colors, fringed and skirted at \$11.45, wrought iron bridge lamps, with gold trimmings, at \$3.49, highly glazed decorated pottery table lamps, with silk shade in popular colors and shapes, at \$17.95 and other pottery table lamps, of several colors blue, rose gold and black with georgette oval shade at \$8.75, bed lamps, of fine quality georgette in the newest colors, attractively decorated with trimmings, at \$2.45 have opened an avenue to many, desiring fine lamps and shades at modest prices.

China and housewares mark the spring season at Gimbel's. Some specially priced items make a loud cry among the lesser lights at the sales now running on these household articles. Iridescent salad plates priced at 19 cents each, of a glass that gives an amber tone and in crackled effect, English grill plates of the famous English porcelain priced at \$1.35 to \$2 with Dresden decorations and beautiful English blue willow, are all exceedingly refreshing and seasonable offerings. In the housefurnishings are enamel table tops from 97 cents to \$1.98, refrigerators splendid quality at \$34.50, stainless steel cutlery, black handle sets at \$5.84 and white handle sets at \$6.84, step ladders, extra strong, from \$1.84 to \$2.19, 6 piece pantry sets, bread box, cake box, tea, sugar, coffee and flower cannisters, white japanned at \$2.84 for the entire set, gas ranges at \$34.90 with white enameled door, splashers and panels list only a few of the many attractive objects which are drawing visitors to these departments, made famous by Gimbel prices and quality lines.

Domestic and imported glassware and china hold public attention and are splendid values at the prices scheduled at Stern Bros. in the china and glassware departments. 100 piece imported white china dinner sets, with beautiful conventional pattern border designs and gold edges with matt gold handles, at the introductory offer \$59; 100 piece American porcelain dinner sets, Mayflower pattern with gold line edges and gold traced handles, open stock at \$29.50; attractive luncheon sets 32 pieces for six persons, at \$7.95 are the chinaware specials. Gold encrusted glass table ware, wide border thin lead blown optic effect, water goblets, tall or low fruit salads, cocktail, wine or ice tea tumblers, beautifully designed and just the vogue for the coming festive season service, include some of the glassware offerings and are wonderfully priced at 75 cents each for the finest of the glass and decorations.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

WITH the arrival of the first day of Spring the Chicago department stores turned more of their attention to the development of sales of house-furnishing equipment including cleaners, mops, brooms and vacuum cleaners, with particular emphasis on garden equipment. This week the Fair was holding a sale of the items mentioned above, while the other stores featured numerous things for the house and garden in their "specials." The Boston Store this week is holding a large sale of white enamel Vollrath ware, advertising three carloads of these well known kitchen utensils priced considerably under the regular selling values. Mandel Brothers this week made a special of domestic semi-porcelain 100 piece dinnersets with neat conventional floral border patterns. These sets were quoted at \$20. The Leiter stores this week featured a sale of 10,000 pieces of dinnerware. These were sub-standards and sold, not as sets, but by the piece. Revell's, large furniture house made a special selling of Almco lamps at reduced prices. A pottery base Almco lamp was featured at \$22.50 with shade.

Becker-Ryan & Co., the oldest and largest department store south of the downtown district of Chicago, is to expand in the near future following the example of The Fair and Weiboldt's who have recently commenced a program of enlargement. The plans for a bigger Becker-Ryan store are now up before the board of the company. Louis Becker, the former president of the corporation, has been made chairman of the board. A. H. Loeb has been elected president. H. L. Stern is the new Secretary-Treasurer. Max Adler of Sears, Roebuck & Co. is associated with Mr. Loeb in the purchase of a large interest in the firm. Simon Becker and Louis Kahn, former partners, are retiring from the firm. Active management of the business will be in the hands of Thomas J. Madden, formerly of The Fair, Chicago, and more recently with Harris-Emery Co., Des Moines. Mr. Madden will be vice-president and merchandise manager. The new interests have been brought into the business to develop the store and to keep pace with the tremendous development of the district centered around Sixty-third and Halsted Streets. The store was purchased six years ago for \$580,000.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Triangle 1000

Walter G. Minnemeyer, Chicago representative for the Hocking Glass Co., The Lancaster Glass Co. and Standard Glass Manufacturing Co. entered his new display rooms, 402 Shops Building, last week. Special mahogany fixtures with a good mirror and lighting arrangement and special lights from the Hocking factory, have been installed, making a most attractive display room. Mr. Minnemeyer formerly maintained his display in the Le Moyne Building.

D. Saunders & Co., manufacturers agents, Shops Bldg., last week received a shipment of new samples from Ebeling & Reuss, New York importers. The new samples which include some striking importations in dinnerware, novelties, sugars and creamers, salts and peppers and a large assortment of new vases, are on display in the Saunders Show rooms.

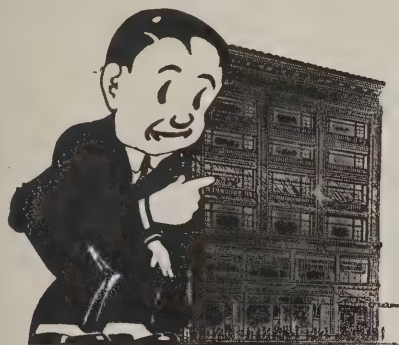
The Manufacturers Sales Service Co., Shops Building, has been appointed Chicago representative for the Rena Rosenthal line of unique and highly decorative line of table and boudoir glassware. Samples are now on display in the Chicago show room.

The Chicago Wholesale Hardware & Jobbing Co. has been organized as a corporation. The capital is placed at \$40,000 and those interested in the company are S. A. Silverberg, Sol Cohen and R. Kite.

(Continued on page 30)

CHICAGO

READY TO SERVE
BUYERS OF
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezzer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to

ROSENBERG & LURIE

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Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
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W. T. Darden, Mgr. Sales,

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A few words in this space will bring
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THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware,
Pressed and Blown
Etchings, Cuttings
and Iridescent.

Harry G. Dalzell

Phone
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Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
Haven Company

EARL W. NEWTON AND ASSOCIATES

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ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

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Office and Display Room

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Corner Wabash Avenue
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MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.

SEBRING, OHIO

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W. L. GERALD, Chicago Representative
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FURNITURE MART

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Room 930

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Glass Factory Activities

(Continued from page 24)

"We are finding business conditions that at the present time are good, and it is our belief that the general outlook for the future is very encouraging," remarked Frank L. Fenton, of the Fenton Art Glass Co., Williamstown, W. Va., this week. This company was the originators of iridescent glassware and a number of new creations in this line of novelty glassware have been placed on the market by them this season.

The plant of the Lippincott Glass Co., Alexandria, Ind., is to be continued in operation, it is learned. S. G. Phillips and Harry Adams, who are connected with the banking interests of Alexandria and who were appointed receivers of the plant by the courts have been ordered to continue operations. The receivership was applied for by a Pittsburgh, Pa., interest.

The No. 2 tank at the plant of the Hazel-Atlas factory, Grafton, W. Va., has been placed in operation and the result has been that about 150 additional workers have been engaged. The resumption of this additional production would indicate that business with this company shows an improvement.

An additional furnace has been placed in operation by the Heisey Glass Co., Newark, O., which means that the production schedule of this factory has been doubled.

What the Potteries Are Doing

(Continued from page 23)

the glassware and pottery jobbing business for many years, and is one of the most widely known concerns in the western states.

While there has been considerable interest aroused lately in the designing of a radio loud speaker made of clay, it is recalled that not so many years ago the late Josiah T. Smith, then president of the Smith-Phillips China Co., of this city designed a ceramic horn for use on talking machines and marketed a rather liberal volume of the item. The ceramic radio loud speaker has been designed by W. W. Wilkins, head of the ceramic department of the Lewis Institute, Chicago, Ill.

ASSISTANT BUYER

We desire to employ a young man of experience in fancy china, imported and domestic glassware and bric-a-brac. Good opportunity for advancement for right party.

BLOOMINGDALE BROS., Inc.
LEXINGTON AVE. AND 59th ST.
N. Y. CITY

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars, Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

The report has been received here that James W. Carson, treasurer of the Carson Crockery Co., Denver, Colo., was injured recently in an automobile accident. Mr. Carson is aged 59 years, and had several ribs broken as a result of the accident.

The Chicago Market

(Continued from page 28)

The net income of the American Furniture Mart Company for the seven months ending Jan. 1, 1925, was \$501,892, it was learned from the business reports of the Mart last week.

M. Wormser, Inc., 1018 S. Wabash Ave., importers of gift merchandise, will join the many displays of art goods, china and glassware in the Shops Building, when they move into their new quarters on May 1.

"AMERICA'S LEADING CERAMIC MATERIAL HOUSE"

LIQUID MATT BURNISH

WHITE GOLD

"WILL NOT TARNISH"

*USE IN PLACE OF SILVER & PLATINUM DECORATIONS
ON GLASS OR CHINA*

THE ROESSLER & HASSLACHER CHEMICAL CO., NEW YORK

CHICAGO
KANSAS CITY

PHILADELPHIA
BOSTON
SAN FRANCISCO

CLEVELAND
PITTSBURGH
BALTIMORE

TRENTON
NEW ORLEANS

The Jonas Glass Co., 1521 W. 76th St. was incorporated last week with a capital stock of \$3,500 and 965 shares non par value stock. The company manufactures mirrors and glass specialties.

The Geo. Ross Co. of New York City, makers of Japanese vase lamps, have appointed E. M. Meder Co., 17 N. Wabash Ave., selling representatives for Chicago and the surrounding territory.

Strikow Successfully Launched in New Business

A. J. Strikow, well known in the pottery business, particularly in the East Liverpool district, where he operated as a wholesale dealer in crockery for five years, and later



A. J. Strikow

was connected with the manufacturing end of the business as head of the Hopewell China Corp., which he virtually put on the map, is now successfully launched in his own business in New York, as a wholesaler of domestic dinnerware and hotel ware.

The business was recently incorporated for \$50,000, under the firm name of A. J. Strikow, Inc. His office and salesroom are located at 28 Cooper Square.

Buyers in New York

MARCH 25TH, 1925

J. W. Waldorf, glassware, Hockschild, Kohn & Co., Baltimore, Md., 220 5th Ave. (F. Atkins).

Miss K. M. Riorden, house furnishings, James H. Bunce Co., Middletown, Conn., 315 4th Ave. (D. G. Alliance).

G. Thibedeau, house furnishings, New Bedford D. G. Co., New Bedford, Mass., 315 4th Ave. (D. G. Alliance).

J. J. Fagan, house furnishings, Shartenberg-Robinson Co., Pawtucket, R. I., 315 4th Ave. (D. G. Alliance).

L. E. Eastman, house furnishings, Eastman Bros. & Bancroft Co., Portland, Me., 315 4th Ave. (D. G. Alliance).

W. K. Cotterel, house furnishings, C. K. Whitner Co., Reading, Pa., 315 4th Ave. (D. G. Alliance).

J. W. Chaput, house furnishings, Harris & Mowry Co., Woonsocket, R. I., 315 4th Ave. (D. G. Alliance).

C. M. Koontz, silverware, jewelry, Lansburgh & Bros., Washington, N. Y., 115 West 30th St. (Weill & Hartmann).

Hodgins Co. Opens New Store

Just twelve years ago the Hodgins Co. opened its doors to the public at No. 658 Main St., Buffalo, N. Y. In a few years the space was doubled by the acquisition of the adjoining store at No. 662 Main St. On March 16th, Miss Hodgins opened her new shop at No. 284 Delaware Ave., at the corner of Johnson Park. The new store and location is a fitting setting for this exclusive shop, whose stocks of china, crystal and silver represent the foremost manufacturers of America and Europe.

Miss Hodgins's old store on Main St. will remain open for a short time until the stock of china and crystal which is offered at reductions ranging from 20 to 50 per cent is disposed of.

Radio to Argentina

A recent notice issued to all offices of one of the American telegraph companies states that radiograms will be accepted for Buenos Aires, Argentina, at the same rates as those in force for cablegrams. This radio circuit will be by far the longest in operation from the United States and, with the exception of the circuit operating from New Orleans via Central America to Colombia, will be the only radio communication between the United States and South America.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
Royal Worcester China. John Maddock & Sons, England. Allerton's Line Earthenware and China. Price Bros.' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-brac.

B. TOMBY, 20 West 23d St., Representing:
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albemarle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

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PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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West Roxbury, Mass.

East Liverpool
and
Pittsburgh

M. K. ZIMMERMAN
East Liverpool, O.

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VOL. 100

April 2, 1925

No. 14

AS THE EDITOR SEES IT BUYERS NOT TO BE STAMPEDED

THE April business reviews of some Wall Street banking institutions, published today, indicate that the business of the country is healthy, but that conditions have not improved as rapidly as had been anticipated and that this has had a temporarily depressing effect. In summing up the situation the Mechanics and Metals National Bank says: "Practically all the familiar tests of business activity show the country at this time to be in a state of economic health. Labor is well employed at a high scale of wages and is giving evidence of increased efficiency as compared with last year. Volume of industrial output shows a rate that is well above the average of 1924. Goods, as they are produced, are moving steadily into consumption. Price scales are stable, bearing in their stability a marked contrast with the movements of boom periods of the past. The credit situation is sound, with money rates somewhat higher than earlier in the year, but with no signs of stringency in any part of the country.

UNDERLYING factors are unchanged from thirty days ago, production and distribution are being maintained at comparatively high levels and the business outlook continues favorable. It is true that there is a feeling of disappointment in many quarters because business has not expanded more rapidly, but in our judgment the difficulty is not with the volume of business but with expectations.

APPARENTLY the illusion that somewhere just ahead is a so-called prosperity comparable with the post-war boom has not yet been entirely dispelled from the minds of many business men, as evidenced by the development of the wrong kind of market in a number of

lines in the closing weeks of 1924 and the early weeks of the new year. This condition was certain to prove temporary, for it was based on an essential misconception of the breadth of knowledge and attitude of mind of all classes of consumers, from the manufacturer who purchases raw materials for purposes of production to the workman who buys food and clothing for his family.

DURING 1919 and into the beginning of 1920 the American people indulged in a buying orgy partly as a result of release from war restraint and partly because there was inflation of currency and credit. The state of the public mind was such that purchases bore no relation to needs, and price advances were no obstacle to sales. It is not conceivable that such conditions will return. While there is room for argument as to how much any specific industry may be overbuilt in relation to potential domestic and export demand, it is futile to deny that there is a material overcapacity in many lines at current prices. Retail trade has been good ever since its recovery from the so-called "buyers' strike" of 1920, the American people have been most comfortably provided for and foreign demand for American products has been amply satisfied, yet much of the time many industries have operated a good deal short of capacity.

THE evidences of a large volume of business thus far in the current year are incontestable. We see no reason to alter our earlier judgment that the physical volume of business in 1925 will probably be somewhat larger than in 1924, but on the basis of conditions today there is little promise of that form of prosperity which is dependent on a marked advance in the general price level.

The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER XVI.—DEFECTIVE WARE: DEFECTS FROM IMPROPER PROPORTIONS IN THE MIXING FORMULAS

PEELING or Scaling.—Whenever the liquid glaze is not combined in the proper proportions and is fired too long or with too high a temperature, or is applied to the body before all loose dust or grease has been removed from its surface, there will probably be some peeling or scaling of the glaze either during or following the cooling process. This is apt to show first around the edge of the article. It can be avoided sometimes by using coarser materials in forming the glaze, or in subjecting it to a lower temperature, or in reducing the silica, or increasing the proportion of certain of the clays in the body, or the fluxes in the glaze, or by replacing certain of the constituents of the glaze with others, such as putting lead in place of the alkali, or barite in place of the whitening, or chalk. These remedies are ascertained only after repeated tests.

Pin Holes, Spitting, Pimples or Warts.—Numerous pin holes on the surface of the glaze are usually due to failure to eliminate air from the clay or casting slip, a too rapid cooling after firing or to a failure to thoroughly clean the surface of the biscuit ware before the glaze is applied. Dust and other specks left thereon when consumed may result in these pin holes.

Spitting consists of many tiny flecks of glaze appearing on its surface as if particles of glaze the size of pin points had been sifted over the face of the ware. No certain cause has been discovered for it, but the best experts are convinced that an excess of moisture in portions of the body is driven out by the firing, producing this undesirable effect.

Pimples or warts are usually caused by a grain of sand or a fragment from the sagger that has adhered to the surface of the glaze or biscuit ware and has not been removed.

Waves.—This irregularity on the surface of the

THIS is the sixteenth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

glaze is caused by the liquid glaze being too thick or too thin; also the workman who dipped the biscuit ware into the glaze may have been so careless as not to make sure that the glaze had covered the body with an equal thinness throughout. If the article has been tilted at too much of an angle before the glaze has sufficiently set, the glaze may run into a wavellet.

The one all important defect that is usually due to error in uniting the glaze to the body of the ware is crazing, crackling or shivering. One of the difficult problems in the proper manufacture of earthenware is to produce a biscuit body and a liquid glaze from such proportions of mixtures that when the glaze is applied to the body and the whole is subjected to a kiln heat growing more and more intense and then cooling off over a considerable period,

the expansion and contraction in both the biscuit and the glaze will proceed at the same rate. It is obvious that if the porous body expands or contracts more rapidly than the glaze, the glossy film constituting the glaze will crackle. On the other hand if any part of the glaze does not contract as rapidly as the body it will scale or shiver as it is called. This trouble is seldom a substantial factor in the manufacture of china but is always a matter of concern in making semi-porcelain, for the simple reason that the body of the biscuit ware used in making semi-porcelain is porous. It therefore expands and contracts not only considerably more, but more rapidly than the more compact vitrified body of the china. One of the worst features of crazing is that the crackling of the glaze sometimes does not appear until after the goods have been sold and put to use. When the dinnerware which is subject to crazing is immersed in steam or hot water by the dishwasher for cleaning it, the crackling may appear for the first time. Fortunately, ware liable to

crazing is detected with some certainty by the selector, since it does not ring true when tapped.

In order to avoid this defect repeated tests are made in every well managed pottery. Each time there is any change in one of the formulas of either the body or the glaze the resulting product is subjected to severe tests to show up the crazing if it is to be found. Right adjustment of a glaze to a certain body mixture so as to produce uniformity in expansion and contraction throughout the subsequent use of the product is sometimes obtained by reducing the ball clay or other plastic material in the body of the goods, or introducing a larger proportion of the china clay. Some times grinding the body material finer or using a coarser glaze mixture will remedy the defect. In the porcelain it has been found that where less flux is used, especially less feldspar, it is not so susceptible to crazing, whereas in the semi-porcelain an increase in the proportion of flux is frequently the remedy or an increase in the proportion of flint in the glaze. Experiment has shown that where there is an excess of silica in the glaze this defect is apt to appear, but if the silica is replaced by boric acid it is still liable to craze not immediately but some time later when the pottery is in use.

At Easter Time



EASTER time always offers the retailer opportunities for departing from the stereotyped methods of advertising. The two ideas herewith suggested may be useful to you in their written form or with some adaptations.

Arrange with a local florist for a number of bouquets of Easter flowers to be delivered at your store the day before Easter. Have your local printer make you some tickets. Give out one ticket with each ten cent sale made during the week (or two) weeks preceding Easter. Advertise and announce that every customer of your store will be given the beautiful Easter bouquet in exchange for a certain number of coupons (the number of coupons required should be determined by the cost of the bouquets). Potted plants and artificial Easter souvenirs can be substituted for cut flowers where conditions dictate. Aim your advertising at the members of churches, young peoples societies, Sunday Schools, etc. The pleasing sentiment interwoven in such a souvenir gives the customer a deeper feeling for your store.

An old idea but probably one of the most efficient is to give a certain percentage of your receipts to the churches of your city or neighborhood. Include all denominations, giving one the receipts of Monday; another those of Tuesday; and so on. Where there

Smith Ceramic Studios, Inc.
901-9 Monroe Ave., Rochester, N. Y.

Originators of
Unusual Creations in Decorated China and Glassware

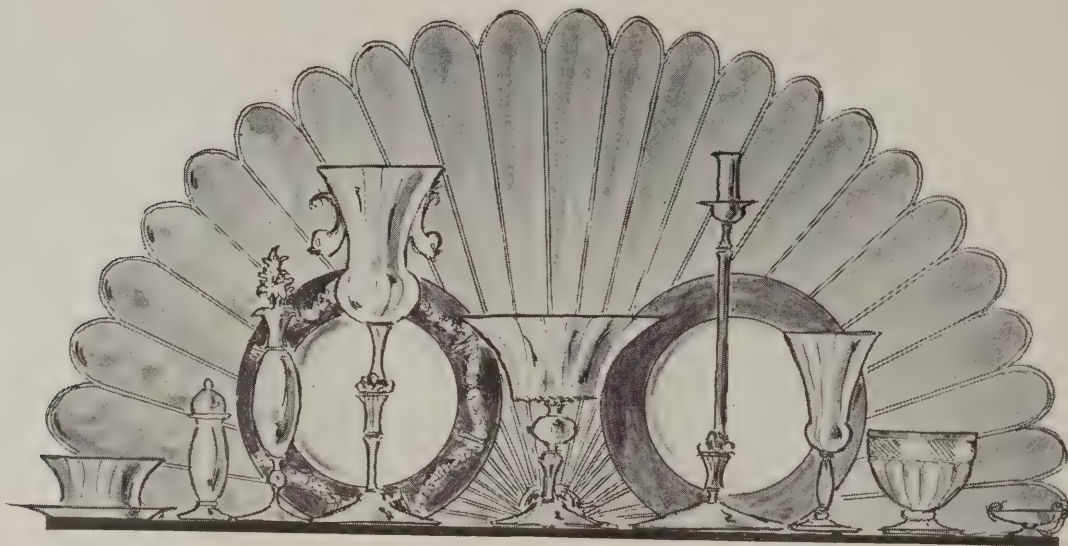
Salesrooms

<p>NEW YORK Geo. H. Donovan Room 1112, 5th Ave. Bldg</p>	<p>BOSTON Wilgus-Good Co. 10 High St.</p>
<p>KANSAS CITY J. W. Best 8 East 40th St.</p>	
<p><i>Also Displays at</i></p>	
<p>Philadelphia Gift Market 970 Drexel Bldg. Philadelphia</p>	<p>Busi. Terminal Sales Bldg. 140 W. 42d St. New York</p>

are more denominations than days of the week, apportion the receipts of certain days among two or more denominations. In holding a sale of this character it is well to make the percentage given to the churches as large as possible, bearing in mind that your greatest benefit is to come from the reduction of stock and in the introduction of new customers to your store. Furthermore, it is essential that you secure the active co-operation of the ministers to the extent of announcing the sale at their meetings, the date of "their" day, and if possible to the extent of organizing committees to persuade members to purchase at your store on that day. You too, should aid by having circulars printed suggesting an itemized list of articles which will likely need soon.

Leipzig Fair Is Disappointing

The expectations that the Leipzig Fair would prove a great success have not been realized. All preparations for a good showing had been made and, indeed, the "Messe" had a more imposing appearance than ever before. New buildings had been erected and there was even an underground show room. The mechanical and technical "Messe" had been enlarged by the addition of a plant showing heating apparatus and exhibits of the soft coal mines. The number of exhibitors has grown to 14,000 and the visitors numbered 150,000, of whom 8,000 came from abroad. The business was rather spotty, in some branches the results are considered satisfactory but most of the firms who were represented found cause to complain. Orders from foreigners were certainly less than generally expected especially in the toy industry which was disappointed at America not purchasing more. Only the most common kinds of porcelains found a good sale, the finer goods remained in the hands of the exhibitors, probably because the visitors were afraid of the high duties. Textiles were not at all in demand and in the machinery department only certain new constructions could be disposed of.



The glory of Spring

finds a worthy rival in the resplendent offerings we are now displaying.

There are smartly new patterns of fine dinnerware, which already have been taken up enthusiastically; and a number of distinguished designs in short lines. The collection of service plates has been augmented by many new patterns of great beauty.

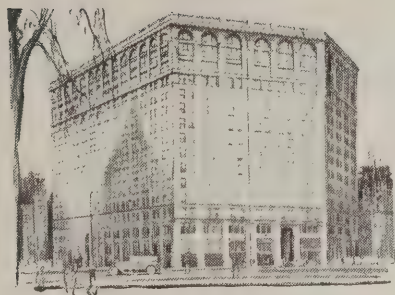
Fanchetti has contributed its usual quota of excellence. Sparkling rock crystal . . . ruddy amber in authentic reproductions. Popular priced lines of distinctive shape and color. Top values in case assortments of iced tea sets in summery garb.

Those acquainted with FANCHETTI glass know what to expect in the way of new offerings; those who don't have a treat in store. Italy's crafts are also represented in a large collection of colorful pottery.

Our Mr. Hoertkorn, Mr. Cardon and Mr. Herbeck are now on the road, ready to show you all these things. If you will write us, we shall be glad to arrange a meeting.

*Graham &
Zenger Inc.*

104 FIFTH AVE NEW YORK, N.Y.



National Leaders Gather Here

IN NEW YORK, the really big leaders in housewares maintain their offices in The Fifth Avenue Building. Whether your special line may be art and gift novelties, earthenware, glassware, lamps or bathroom fixtures, you will find many firms displaying your needs. One buying trip in one building will suffice for your seasonal requirements. Pleasant surroundings, successful

associates, and convenient location make The Fifth Avenue Building the logical place to do all your New York buying.

Ten minutes from the Pennsylvania Terminal, thirteen minutes from Grand Central, all uptown and downtown New York within equal, or less, riding distance by subway. Buses and surface lines pass the door. Two elevated lines within two blocks.

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue, at Madison Square, New York

"More than an office building"

A Real Catalog—

YES—that's what everybody is saying about the very newest thing in a catalog ever turned out before—"That is a real catalog"—and they're right.

After many years of issuing an incomplete sort of book—an idea was hit upon that enabled us to issue a fairly complete catalog—and keep it up-to-date—a thing made impossible before this, because of a continually changing and fluctuating stock.

But now—here is a new and novelly constructed catalog all ready to be sent you for the asking. It contains most of the articles in stock—and will prove a valuable asset to the shrewd buyer.

Write for your copy today!

REMEMBER

Taiyo Trading Co., Inc.

IMPORTERS OF

Japanese Goods

327 W. MADISON STREET 101 FIFTH AVENUE
CHICAGO NEW YORK
TELEPHONE MAIN 4156 TELEPHONE STUYVESANT 3823



Glass Plates

Decorated in encrusted gold or sterling silver deposit—color bands—enamel—floral decorations—rock crystal and light cuttings.

EDMONDSON WARRIN, Inc.

43-45 West 13th Street, (between 5th and 6th Aves.)
NEW YORK

Established 1860



CAUGHT IN THE NEWS NET



THE Corning Glass Works have announced the appointment of Mark J. Lacey to the position of manager of the Pyrex Sales Division to succeed Will T. Hedges who has resigned. Mr. Lacey's connection with the Pyrex Sales Division began nine years ago and he has been a large factor in the success of building up the sales of this division. For the past two years Mr. Lacey has held the position of assistant manager and this promotion comes as a merited reward for his past efforts. He is receiving the congratulations of his many friends. Mr. Lacey has an unusually broad acquaintance among the trade and thousands of friends throughout the country will be gratified to learn of his promotion. His sales experience covers a period of over twenty years and he is eminently fitted to carry on and extend the business and activities of the Pyrex Sales Division.

Harry S. Clark, with B. Tomby & Co., left New York Sunday night. He is to be in Pittsburgh this week and will then go to Buffalo and on through the West.

E. M. Ross, with the Haviland China Co., Inc., New York, expects to leave on a Western trip this week.

Eugene Fondeville, head of A. J. Fondeville, Inc., New York, sailed Saturday, March 28, on the *S. S. Olympic* on a European trip of several months' duration.

Justin Tharaud, Jr., with Justin Tharaud, Inc., New York left Wednesday night on a month's trip through New York State to Canada.

Langley Hawthorn, china and glassware buyer for Gimbel Bros., New York, has been confined to his bed this week with an attack of influenza. He is mending rapidly however and expects to be back at his duties within a few days.

George Tonalla and A. F. Lemcke of the Morimura Bros., traveling staff, are preparing their sample lines for early departure for trips through their territories.

Edw. Reiwald and John Plummer travelers for A. J. Fondeville & Co., after short preliminary spring trips, both returned to headquarters in New York last week to consult with Eugene Fondeville head of the firm, before his departure for Europe aboard the *Olympic* last Friday night. Both left the end of the week to continue their trips.

Harry A. Koll, china, glassware and housefurnishng buyer for the May Co., Los Angeles, Calif., sailed last Friday aboard the *Olympic* for a buying trip abroad.

Julius Rosenfeld of Lazarus & Rosenfeld, the well known importers, returned last Friday from a ten weeks' European trip in the interest of his concern.

A. F. Calderine, vice-president and sales manager of the Owen China Co., Minerva, O., spent Wednesday and Thursday in New York conferring with the firm's New York representatives Herbert & Neuwirth.

W. O. Weber, with Wm. G. Mueller, Inc., is receiving congratulations on the birth of a son and heir. Needless to say Mr. Weber's face is wreathed in smiles.

John J. Miller of Maddock & Miller, New York, returned Monday after a month's stay in Florence Villa, Fla.

Wm. Anthes, with Herman C. Kupper, Inc., New York returned Saturday from a two weeks' trip.

H. J. Smith of Phillips, Thistle & Smith, Inc., arrived in New York Thursday after an extended trip through New England.

Walter G. Browning, manager of the china and glass department for R. H. Macy & Co., Inc., New York, returned from Europe Saturday.

E. J. Purinton, representative of the Owen China Co., through the New England states spent several days in New York this week.

H. B. Thistle of Phillips, Thistle & Smith, Inc., New York, left Tuesday for a New York State trip.

Henry W. Price of the Herbert Glass & Import Co., sales staff has departed on his usual spring and summer trip through the New England, New York and Middle Western states. His first stop was at Providence on Monday.

Golfers Plan Games for Season

The trade golf association, held their annual meeting and luncheon at the Hotel Brevoort, last Thursday noon. After luncheon had been served, a business session was held, at which the following courses and dates were agreed upon, for the season's tournaments, how-

ever, this is subject to change, and in case this is done members will be notified in advance by the secretary.

The schedule is as follows:—May 14, Scarsdale; June 18, Baltusrol or Upper Montclair; July 16, at St. Albans; Aug. 20, Westchester-Biltmore or Forest Hill Field Club; Sept. 17, Essex County Country Club; Oct. 6, White Beeches.

THE CROCKERY AND GLASS JOURNAL annual prize will of course be continued for the best selected score, as will also the Pottery, Glass & Brass Salesman's Championship medal. There will be various other prizes offered by the association in addition to those given by L. S. Hinman and Wm. S. Pitcairn.

Kirk R. Bryce of the Bryce Bros. Co., extended the association by letter on behalf of the Western golfers, some of whom played with the Eastern association last season, a cordial invitation to play on the Greensburg, Pa., course with them in May. The association were forced to decline with thanks as nearly all the numbers found it impossible to get away at that time.

Officers elected for the year are: Thomas Smallwood, president, George Lobsitz, vice-president. L. S. Owen was re-elected secretary and treasurer.

Those present at the meeting were: Eugene H. Peck, John E. Killackey, Wm. S. Pitcairn, L. S. Owen, Thomas Smallwood, Clement E. Dodson, Joseph F. O'Gorman, George L. Lobsitz, John J. Hines, H. Thurston Owens, Howard R. Handy, Edmondson Warrin and F. Calvin Demarest.

OBITUARY

Harry Duncan, Prominent Glass Manufacturer Dead

It was indeed a shock to the trade to learn of the passing of Harry B. Duncan, head of the Duncan & Miller Glass Co., Washington, Pa., who died at his home in that city, on Friday afternoon, March 27th, following an illness extending over a period of several years, which however, only reached a serious stage about a month before his death. At that time he was forced to relinquish his business duties and remain at home, where he had been confined to his bed ever since. He was a most patient sufferer. During the years of his illness, he seldom mentioned not feeling well. In fact, few excepting those very close to him knew that he did not enjoy the best of health.

Mr. Duncan who was born in Pittsburgh on April 19, 1863, was an unusually capable business man and was popular throughout the trade having friends far and wide in the business, to whom he had endeared himself, through the especially fine and lovable traits of character he possessed.

Besides his popularity and prominence in the glass business, Mr. Duncan was also president of the Universal Steel Co., Bridgeville, Pa. He also participated actively and took a prominent part in the civic affairs of Washington and community.

He was the son of the late George B. Duncan, also a prominent glass manufacturer, in his day head of George B. Duncan & Sons.

Harry Duncan, had thus practically been brought up in the glass business. In 1888 he located in New York City, where he acted as New York representative for George B. Duncan & Sons, having an office and salesroom at 96 Church St., for about four years. He went to Washington over thirty years ago when the Duncan & Miller Glass Co., located there.



Harry B. Duncan

He was past president of the Washington Chamber of Commerce and was a member of the board of directors. During the war he was active in the Liberty Loan, Red Cross and other drives for war funds. During the war he served as federal fuel director for Washington county.

He served as adjutant with the rank of major on the staff of Col. Alexander L. Hawkins, of the Tenth Pennsylvania Regiment, Volunteer Infantry in the Philippines during the Spanish-American war.

He was a member of the First Presbyterian church at Washington and at the time of his death was president of the board of trustees of the congregation. He was active in Masonic circles, being a Knight Templar and a member of the Syria Temple, Pittsburgh. He was also a member of the Duquesne club, Pittsburgh, the Pittsburgh Athletic club, the Bassett club, the Nemaclin and the Washington Country clubs.

Mr. Duncan leaves his wife, and one daughter, Miss Katherine Baird Duncan, and a sister, Mrs. A. H. Heisey, widow of the late Colonel Heisey.

Funeral services were held at his late home last Sunday afternoon, at 3 o'clock. Interment was in the Washington cemetery. A guard of honor from the veterans of the regiment with which Mr. Duncan served during the Spanish-American war attended the services accompanying the funeral cortege to the cemetery where they fired a volley over the grave.

Among those in the trade who attended the funeral were Paul Joseph, New York agent for the Duncan & Miller Glass Co., Louis Levien, manufacturers representative, New York, Charles H. West, head of the Westmoreland Glass Co., Grapeville, Pa., Louis Reizenstein, of C. Reizenstein's Sons, Pittsburgh, E. and W. C. Heisey of A. H. Heisey & Co., Newark, O., both nephews of Mr. Duncan, Joseph Tompkinson, Philadelphia agent and E. B. Hill, Western representative for the Duncan & Miller Glass Co., and W. A. B. Dalzell and Calvin B. Roe of the Fostoria Glass Co., Moundsville, W. Va.

William L. Curry

William C. Curry, president of the Pittsburgh Lamp, Brass & Glass Co. died on March 22 at the St. Francis Hospital, Pittsburgh, Pa., following a nervous breakdown. Mr. Curry was born in Pittsburgh fifty years ago and had lived here all his life. He graduated from the Massachusetts Institute of Technology.

Mr. Curry was the organizer, treasurer and director of the McKeesport Tin Plate Co., treasurer of the Fort Pitt Steel Casting Co. and chairman of the board of directors of the National Fire Proofing Co. and a director of the National Bank of Pittsburgh as well as head of the Pittsburgh Lamp, Brass & Glass Co. He was a member of the Duquesne Club. He is survived by four brothers and two sisters.

Funeral services were held at his late home, 168 South Homewood avenue, Pittsburgh on Tuesday afternoon at 3 o'clock.

Pittsburgh Display Arouses Public Interest

The Pittsburgh Lamp, Brass & Glass Co., Pittsburgh, recently concluded what it termed its "Open House Week" at their palatial Display Rooms, 607 Chamber of Commerce Bldg., during which time the Company had its complete line on display, including their new 1925 offerings in the shape of Lamps, Torcheres, Fixtures, Glassware, etc.

The Display was thrown open to the general public, and was the idea of Harry A. Ross, General Sales Manager of the Company.

Special invitations to the public were carried in the local dailies and the novel idea went over big, as was evidenced by the large number of visitors in attendance each day and evening. Mr. Ross was ably assisted in the enterprise by Mr. R. G. West, Local Manager and Earl H. Giles, Assistant Sales Manager.

Additional lighting facilities were installed, floral decorations were arranged about the room, and the samples artistically displayed to make a pleasing picture.

Special pains were taken to impress visitors with the idea of using Glass Shades in connection with their fixtures and were shown many new patterns and ideas brought out by the Company this year.

Fire Causes Severe Heavy Damage to Atlas China Co.'s Plant

Fire caused between \$250,000 and \$300,000 damage to the Atlas China Co. at Niles, O., March 29. The loss is covered by insurance, according to A. O. C. Ahrendts, president of the company.

The fire started near the boiler room in the north end of the factory and spread toward the remaining buildings and kilns. The wind shifted northward and confined the damage almost entirely to the northern end.

In addition to the two Niles fire trucks, two came from Youngstown and one from Warren to battle the blaze. All volunteers and off-shift members of the local department were summoned.

Six bisque kilns were destroyed by the time the fire was brought under control three hours later.

Mr. Ahrendts said the fire means closing down for the company until August 1 at the earliest. The company has been employing 350 persons, many of them being from East Liverpool. No plans have been made yet for rebuilding, Mr. Ahrendts said, but it is proposed to get the plant in shape for the fall business.

Enough stock is on hand to fill orders for thirty days. Some stock in the process of manufacture was destroyed. Last year \$250,000 was spent in remodeling work and construction of new kilns. The buildings burned were of the older factory but had been remodeled with the others.

Darling & Rhodes Co. Moved to New Quarters

On April 1st the Darling & Rhodes Co., formerly at 15 Norwich St., Worcester, Mass., removed to 62-66 South Bridge St., of that city.

In their new quarters they will have greatly improved facilities for carrying larger stocks of hotel, restaurant and kitchen furnishings, in addition to their regular china and glassware business.

John L. Rhodes is manager of this firm, which is one of the most successful in that section of the country.

Prepare for Tariff Inquiry

The proposed investigation of conditions in the crockery industry at home and abroad, under a petition of the German porcelain were manufacturers for a reduction in the present rates of duty on imported goods, as published in the CROCKERY AND GLASS JOURNAL, was discussed on March 24, at a meeting of the members of the United States Tariff Commission in Washington. Preliminary plans for carrying on this investigation were considered.

It is proposed to send representatives of the commission to Germany to secure first hand information concerning costs of production of the various types of chinaware shipped into the United States. Other experts are to be sent into the principal crockery producing centers of the United States.



WHAT THE POTTERIES ARE DOING



PRODUCTION of generalware in the East Liverpool district has shown little if any change over the record of the previous week, according to manufacturers, who admit orders to be more or less spotty. There are several plants in the district now working on good schedules, while there are others that are operating on from three to five days a week. The distributing interests in a number of instances are buying only sufficient merchandise for their immediate requirements, and only a few of the largest distributors are anticipating future requirements in any great volume. The larger plants seem to be operating more steadily than some of the smaller concerns, and the situation just at this time is not much different from that which prevailed just a year ago. However, the spirit of optimism is quite pronounced in all quarters. Salesmen who have been on the road and have been in close touch with the buying interests declare that the latter are awaiting the opening of the spring trade, which, it is said, is bound to create a larger amount of business for the manufacturers. Department store interests continue to take their usual volume of open stock patterns, while the jobbing houses are putting out a rather liberal volume of both white and decorated ware, and this indicates that the small trade is doing more or less business on the line.

Material for factory extensions is now being ordered by the Jackson Vitrified China Co., Falls Creek, Pa., according to Will A. Rhodes, president of this corporation. The company proposes to erect an additional kiln which will give the company an increased production of 50 per cent within the next three months. The company is also considering plant to ultimately increase the production of this pottery 100 per cent over the present record. All of these improvements are expected to be completed this year, although the additional kiln is to be erected at once. "The general outlook for business is one of conservative optimism," said President Rhodes, "so far as we are able to judge in our touch with the outside world through our customers. There seems to be an indication of improvement and we are making our plans accordingly."

Production at the two plants of the Hall China Co. is ranging between 65 and 75 per cent of capacity, so far as shipping is concerned. The new items added to this line in January seem to be in good demand. F. I. Simmers who has been on the road steadily since the close of the Pittsburgh sales season returned to his desk late last week, but plans to resume his selling campaign within the next few weeks.

"We have every confidence that business will con-

tinue to improve so that the last half of the year will more than make up for any loss during the first two quarters," said George S. Brush, general manager of the Brush-McCoy Pottery Co., Zanesville, O., this week. "We see nothing to be discouraged about. Notwithstanding that business on some lines is slow, the demand for our yellow bowls, rockingham bowls and bakers and our new glazed jardiniers is so heavy that we have just installed extra facilities for making these goods. This increased business has offset loss in some of the other lines." A. E. Archer, who has been identified with the office force of this company for some years has been added to the selling force, and is now on the road.

Exceptional activity prevails at the plant of the Mayer China Co., Beaver Falls, Pa. There are indications this plant will be operated on a full production schedule for many months to come. "Business conditions during the late fall and winter have been very satisfactory," declared President Arthur Mayer, "and we have required operation to capacity. At the present time the same conditions prevail, and with the large amount of spring and summer business now on our books, it assures us of a continuation of this active operating schedule. There seems to be a healthy trend to business at the present time and we confidently look to its continuation."

It is not likely that the plant of the Chelsea China Co., New Cumberland, W. Va., will be placed in operation at a very early date. Production has been suspended for an indefinite period. The last kiln of ware has been fired off and employes have begun to look for employment elsewhere.

In the primary election just closed by the National Brotherhood of Operative Potters, President John T. Wood received a two to one vote over his opponent William H. Cox. The re-election of Mr. Wood and Secretary-Treasurer John McGillivray next month at the referendum election is practically assured.

The Metropolitan Chain Stores Co. has taken a 15 year lease on the basement, first and second floors of the new Milligan Building to be erected in East Liverpool, at an annual rental of \$9,300. The Milligan building was recently destroyed by fire. Former occupants have closed business. Possession is to be given the Metropolitan Company as soon as possible after January 1, 1926. This will be the first store this syndicate will have established in this territory.

(Continued on page 31)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



A RATHER fair movement of flint glass lines is reported by the manufacturers in the Pittsburgh, Pa. territory, while others in the West Virginia, Indiana and Ohio territories declare that some lines are in active request and others only moving in a moderate way. Some of the factories are still working on orders booked during January, while others have been working on business received since then. That many buyers are interested in merchandise for immediate needs is generally admitted by all manufacturers. There is very little anticipation of future needs, although some interests are protecting themselves up to 60 and 90 days delivery. Staple lines are in best request, although the retail dealers have been interested in merchandise for the gift season which comes with the June graduation period in schools and colleges. Lighting glassware is in moderate demand due to the season. The increase in new building construction will have much to do toward an expansion in sales for this line.

The Illinois Glass Co. is planning to spend \$600,000 in additions to its plant at Alton, Ill. and plans for this improvement have been approved. The extension is said to be the most extensive planned by any glass interest in the country so far this year.

A loss of \$40,000 has been sustained by the Co-Operative Glass Co., North Vernon, Ind., as a result of fire which destroyed the factory a few days ago. The factory has been producing chimneys and because of the loss the entire working force is idle. The fire is said to have resulted from a leak in the oil burning system.

Following an inactive manufacturing period, the plant of the Marion Glass Co., Shinnston, W. Va., has resumed operation, according to word received in East Liverpool trade. The company manufactures a line of novelties.

The Columbia Glass Co., Fairmont, W. Va., which began business 17 years ago as an opal nest egg plant has gradually developed its line until it is now producing a general line of opal ware and novelties. The company is now operating three automatic machines, and under its new management which became effective July last has steadily increased its capacity. A general line of containers is made at this plant and the tops for this line are manufactured by the Fairmont Stamping & Printing Works, a subsidiary concern. The Columbia company is now doing an active export

business and recently moved its general offices from the factory to the third floor of the Fairmont Trust Co's building.

Sales managers of glass factories in the East Liverpool district have been advised by their Pacific Coast representatives that the Economy Store Co. operating two stores in Los Angeles, Calif. has been sold by the Los Angeles Wholesalers' Board of Trade to H. N. Longfellow.

"While the lamp chimney consumption has been decreasing for many years, this decrease since the war has been much more rapid than in the past," relates J. R. Jones of the Bridgeport Lamp Chimney Co., Bridgeport, W. Va. "It has been impossible for the chimney manufacturers to keep their plants in operation and many have gone out of business, while those remaining in the trade are working on a 'hand-to-mouth' basis with a rapidly decreasing business," he continued. This view gives the situation in the chimney branch of flint glass trade in a nutshell. The demand for chimneys is decreasing annually, it appears. Increased use of electricity is the main cause for the decline in the demand for chimneys.

A financial deal involving \$3,200,000 has been announced by Edgar J. Kaufmann, president of the Kaufmann Department Stores, Inc., whereby the control of this large department store will remain permanently with Mr. Kaufmann and his business associates. This arrangement will be advantageous to all parties concerned and will give the present management of the store a free hand to develop the business on still broader lines.

It is reported in the East Liverpool district that Cincinnati, O. interests have become interested in the plant of the Lippincott Glass Co., Alexandria, Ind., and it may follow that the plant, which is now in the hands of the receivers will soon pass on to a new management. It is also related here that it is proposed by the receivers to continue the property in operation.

Edwin G. Good, formerly of this city, who has been residing in Los Angeles, Calif. for a number of years, and who with I. J. Collins is part owner of the Hocking Glass Co., Lancaster, O., has purchased a residence in Lancaster, where he will make his home.

The Brock Glass Co., Santa Ana, Calif., announces
(Continued on page 31)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Haviland China Co., Inc., Introduce Two New Shapes

APPROPRIATE Frenchy names, Deauville and Trouville, suggest the charm of the two new dinnerware shapes, introduced by the Haviland China Co., Inc., 11 East 36th St., New York, N. Y. To describe these new numbers accurately is an impossibility. Only a hint of their beauty and grace can be given. Both are characterized by the same embossing, which has the charm of uniqueness and distinction. The embossing takes the form of wide scallops where verge and rim meet. At the point of each scallop a slightly raised knob adds an interesting motif. This embossing is especially adapted to enhance certain types of decoration and the artists who have been at work on the new numbers in these shapes have brought out some delightfully effective patterns. The two shapes differ slightly in line, the Deauville being ovoid in character and the Trouville straight sided with a flaring top. One very lovely design, simple yet rich, and a stock number, has a plain white center with a soft ivory rim. A narrow gold band follows the line of the embossing bringing out its grace in full effect. Another pattern employs floral sprays of red, yellow and blue flowers with green leaves. Slender tendrils reach out from each spray to meet others from the alternating spray which consists of forget-me-nots and other dainty pink posies with green leaves. These sprays' charming as to coloring and grace of line are so placed on the rim as to make a complete border. Another stock pattern has a body with tiny flower clusters in various sizes, scattered about the center and on to the rim and a tiny running floral border in the same colors. This same pattern shows up delightfully on an ivory rim with white center in import wares. Other import numbers employ this same design in different colors, pink predominating, with pale blue and yellow, and still others show a flowery spray in delicate pinks, and blues, pastelle shades, sprays being arranged with stems together. This same decoration comes in different color combinations, one in different shades of pink and another in deep orange with touches of yellow and blue. This concern are offering six new stock patterns, not all on the two new shapes. These are all delicate and graceful in Dresdenlike effects. The combination of new shapes and decorations is well nigh irresistible and must appeal strongly to lovers of artistic workmanship.

Maddock & Miller, Inc., Showing New Numbers in Powdered Calabash

Enticing new numbers in Crown Ducal Ware are being shown by Maddock & Miller, Inc., 39-41 W. 23rd St., New York. These include, tea sets and coffee sets, salad sets, luncheon trays, biscuit jars, candlesticks and bowls, covered cheese dishes, relish trays, etc. in the wonderful powdered calabash shade which is at once rich yet soft. The decorative motif is the laurel which forms a wreathlike border outlined in black on a white ground. Here and there this border is broken by a single blossom in mauve with a blue center. A tiny outside band in green with red and black panels is outlined in black which emphasizes the colors and designs. Black tracings on handles and knobs add a distinctive touch. The central decoration is a formal group consisting of a tall basket in black and tan, with graceful bouquet of flowers, yellow with blue and red centers, white outlined in yellow with red centers, green with mauve centers, and here and there a tiny single blue or red blossom. These are nestled in a mass of laurel in black and white like the border with here and there a green leaf. This new design, which is unique both as to coloring and decoration is truly an artistic bit of work and welcomes inspection by the most fastidious buyer.

United States Glass Co. Showing New Encrustations

A new encrustation in gold on glass which is notable for the distinctness with which the design is brought out is being shown by the United States Glass Co. in their New York office at 1107 Broadway. This is worked out in a full line of novelty goods, comports, vases, candy boxes, salad plates and luncheon sets on light blue, green and amber colors which combine charmingly with the gold encrustation. Another new decoration shown by this company is unique and distinctive. It is the Monte Carlo and is done on a black satin base, for the body of the article with a band of high black with straight line motif in groups of three alternating with a single band in red, white, blue and yellow. In this decoration is to be seen a new footed and covered cracker and cheese besides the regular line of bowls, vases and candlesticks, etc. There are also some new numbers in colonial antique reproductions in light green, blue and amber consisting of footed bowls, vases, candlesticks, etc. with a band in conventionalized pattern and mitred flutings. These new numbers are all distinctive and splendid examples of a high quality of workmanship and design.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

MERCHANDISE men expect that their March figures will show a considerable gain over March of last year. This is at least partly because retail sales dropped pretty low in March, 1924. Since February, 1925, they have, on the whole, been gradually gaining. A retailer who operates a ground floor department on a busy street said last week that light cut stemware and decorated and cut salad plates are most in demand. Another retailer said, "Lustre tea sets, table lamps with pottery bases, crackled glass and gold decorated and colored glass, when advertised, go well." In one store colored beverage glasses with molded crackle effect seem to be proving popular. Floor lamps with wood bases still find customers. There are a good many bargains in the market, such as blue onion breakfast sets for six at \$5.98, and gold encrusted tableware, Minton pattern, marked from \$1.00 to 79 cents at Houghton & Duttons. Jordan Marsh Co. has for the first time since November, placed dinnerware in its special sales section, sets for twelve persons being marked from \$55 to \$29.50 and sets for eight from \$37.50 to \$19.50.

Miss Sarty has been chosen to succeed "Jim" Darcy as assistant buyer of kitchenware and housefurnishings at Houghton & Dutton's.

John Christie, sales manager of Mayer China Co., was in town for a few days this week.

Nat L. Clark has opened Clark's Gift Box at 101 Central St., Lowell. For more than a year Mr. Clark was manager of The Temple Shops on Avon St., Boston, and his business capacity and judgment are well known to the trade.

Among the salesmen who arrived at Young's Hotel Monday were Arthur L. Blackmar, representing Hunt Glass Works and the Quaker City Cut Glass Co. with attractive and interesting samples; George W. Brownley with dinnerware from Morimura Bros., and "Jack" Blaustein, with teaset, trays, lamps, vases, lacquer boxes and wooden flower stands from Mogi, Momonoi.

William R. Claflin, 122 Pearl St., has received from A. Springel & Son, Philadelphia, several new georgette shades in basket, oblong and fancy shapes, to go either with Japanese or pottery bases or on polychrome wood bases.

F. W. Woolworth Co. has acquired the property at 62-72 Pleasant St., Malden, part of which they occupy, also 6,420 feet of land in the rear, on Exchange St., where a one-story building will be erected to provide additional floor space.

The Broadway Department Store, Taunton, long carried on by A. B. Levi, has been assigned to Samuel Kapstein, jobber and manufacturer's agent of Pearl St., Boston.

Any glass or pottery candlestick can now carry an electric bulb by means of the rubber attachment with silver, brass, copper or gunmetal top, brought out by the Vaslamp Mfg. Co. and displayed by H. P. & H. F. Hunt Co. Messrs. Hunt have also just installed a line of pictures at reasonable prices.

Charles H. West, president of Westmoreland Glass Co. was in Boston recently, conferring with H. P. & H. F. Hunt, his agents. The latest Westmoreland sample is a comport, in green, blue or amber, in the form of a shell held by a dolphin.

The new Wood Rose ware of S. A. Weller Co. is expected to prove popular. It includes bulb bowls, fern bowls and vases in the Old Oaken Bucket shape, as well as wallpockets, candlesticks, bon bons, etc. The grain of the wood is imitated, and sprays of roses are superimposed.

George A. Granville left this week on a business trip to Maine and Vermont. He returned recently from a three weeks' trip in Connecticut.

Among the buyers in Boston recently were J. A. Donovan of A. B. Sutherland Co., Lawrence; Everett Mills of R. A. McWhirr Co., Fall River, and H. J. Maker of the Bon Marche Co., Lowell.

Salesmen recently in Boston were "Charlie" Cardon, with Graham & Zenger; "Sid" Thompson, of Copeland & Thompson; Edward W. Reiwald, with A. J. Fondeville & Co., and Henry Witte, with Guérin-Pouyat-Elite.

Edward J. Mitton, who presides over the annex at Jordan Marsh Co., sailed Wednesday for Europe, where he will see C. J. Robinson, manager of china, glass, kitchen furnishings, toys and lamps.

(Continued on page 30)

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers
of Lamps, Shades and Their Accessories

By BEATRICE MILLER WISNER

"Lavinite," Pottery Metalique, With New Decorations

THE fascinating little figure lamp herewith illustrated is one of the Art Industries latest models in lamp achievement, and another of the season's favorites, as figure lamps have become the popular vogue of the day. The daintiness and truthful conception of this little lady is a high development in an artistic creation, showing the lifelike pose and delightful fashioned draperies depicting a cute little Miss in dancing step. The substantial and artistic modeling of "Lavinite" pottery has long been established

and this little boudoir lamp is only one more accomplishment of the Art Industries in producing a number which is praiseworthy and popular. Another new feature of the Art Industries in many new "Lavinite" lamps, vases, and other objects, is the delightful treatment of gold and silver decorations. This adds a novel decorative element to the pottery "Metalique" enhancing the beauty of the various types of lamps, etc. The concern

has recently bought out the Artware Inc., manufacturers of Ora ware and are prepared to furnish any of the designs desired, formerly made by this company as fast as they are received. The firm is constantly bringing out new models in lamp bases, vases, book ends, bulb bowls and many other novelties which are suitable gifts for any occasion. The prices of "Lavinite" pottery are modest and the desirable items mentioned are noteworthy additions for the spring trade.

Notable Lamps and Shades of Spanish

Spanish artistry is expressed in many of the beautiful wrought iron lamps and parchment shades, fern stands, torchier's, tables, etc., displayed at the unusually attractive show rooms of John B. Salterini, 35-37 West 23rd St. The atmosphere of the rooms reveals Mr. Salterini's fine taste and artistic temperament in the original and compelling decorations. The concrete walls are a fitting background for the beautiful lamps and shades which stand in relief against the

predominating color-tone of light gray. Wall pockets with trailing vines give an out-of-door appearance to the rooms—a highly refreshing decorative element. The extraordinary wrought iron lamps finished in rust with touches of dull gold and red, torchiers, shades, etc., carrying out truthful Spanish designs, are revelations in fine construction and modeling. Many of the lamps and shades are Mr. Salterini's own conception in pattern and design. One especially attractive parchment shade depicts a marine scene, representing an old Spanish brig sailing on rolling billows.



The color scheme is two-tone burnt umber or brown with a cloudy background. As the light shines through the lesser coloring of the background, it produces a realistic effect, diffusing a soft light in pleasing tones. Among the torchiers, are a number of models. A six light torchier is a most excellent specimen of iron craftsmanship and another noticeable torchier employs a Spanish boat as a center ornament, with scroll work arms, etc. These are splendid reproductions of ancient designs. Ivy stands, fern boxes and flower boxes in a variety of shades, wall pockets, tables and stands are only a few of the large collection of artistic novelties displayed. The beautiful fernholder and lamp herewith pictured are lovely examples of wrought iron work and design of two popular numbers. One is in a maze of unusual lighting specialties when passing through the fascinating show rooms, of which Mr. Salterini might well be proud.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THE annual election and business meeting of the Glass, Pottery, Lamps & Housefurnishing Ass'n was held on Thursday, March 26th at the Hamilton Club. At the previous meeting of the association the nominating committee had recommended the re-election of all present officers. The following were re-elected for another year to direct the affairs of the association: S. J. Natkin of Mandel Brothers, pres., F. T. Renshaw of The United States Glass Co., vice-president; F. B. Tinker, factory representative, treasurer, J. W. Power of "The Guide," secretary and John Bowman, chairman executive committee. The president will appoint the committee chairman for the coming year in the near future. The principal point of business following the election was the "Life Insurance Code" which provides life insurance for all members in good standing to the amount of \$300, payable immediately upon proof of death. The new plan was recommended to become effective following the first meeting in April. A drive for new members has been launched by the association, which

is expected to bring many new members from the ranks of the pottery, glass and housefurnishing field from all parts of the country. Earl W. Newton, chairman of the membership committee will direct the drive. The insurance plan was proposed by E. M. Meder and will be voted upon by mail before the next meeting.

Chicago retailers this week directed their efforts to the selling of Easter merchandise. While Easter clothing received the greatest attention from the merchants, the equipment for the table and kitchen for the preparation of the Easter dinner was not overlooked. Mandel Brothers, for example, featured a 100 piece thin china dinner set at \$35, as well as gold encrusted, optic and etched glassware at one dollar per piece. The Boston Store offer bargains in Johnson Brothers' imported dinnerware, and the Leiter Stores sold 32 piece breakfast sets at \$2.89, stock being seconds. The Fair held a big selling this week of floor lamps and shades. Some 5,000 iron and wrought iron lamps were offered ranging in price from \$5.98 to \$7.29, while silk shades to match were priced from \$4 to \$14 each.

The Crest Co. prominent lamp manufacturers, suffered a small loss at their plant, 501 W. 35th Street, by fire. The loss was covered by insurance and work was resumed by the company on the second day.

The Becker Ryan Department store, 63rd and Halsted Sts., has been leased by the B. K. Building Corp., for 99 years at a rental of \$70,000 annually. The department store was recently reorganized and a new building is being contemplated for the future. The operating company has changed its name from the Becker, Ryan & Co. to the 63rd and Halsted Streets Co., although the store name will not be changed.

The American Furniture Mart Building Corporation has increased its capital stock from \$4,000,000 to \$9,000,000, in contemplation of the erection of an addition to the Furniture Mart.

The Singer Furniture Co. has increased its capital stock to \$12,500 according to notice filed with the Secretary of State last week.

The affairs of the International Lamp Corp., once claimed the largest lamp and shade manufacturers in the country, have become hopelessly entangled. Two

(Continued on page 30)

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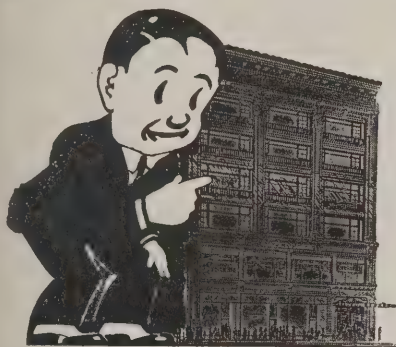
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CHICAGO

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GIFT SHOP & ART GOODS-DOLLS & TOYS



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Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

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We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to

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W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

REPRESENTATIVES in New York and San Francisco and salesmen for other territory to sell high grade line of decorated and etched china. Jobbers or individuals who can get goods into the department stores. Will pay good commission. Communicate with the LeRoy Studios, 1405 Grace Street, Chicago, Ill.

COPENHAGEN Porcelain. Traveling salesman visiting high grade China and Jewelry trade to carry as side line COPENHAGEN Animals, Birds, Vases, etc. Excellent opportunity to become affiliated with one of the Old World's finest Art Porcelain Manufacturers. Apply to Axel G. Lober, Sole Agent U. S. A. Bush Terminal Sales Bldg., 130 West 42nd Street, New York.

POSITIONS WANTED

DINNERWARE—I wish to connect with factory making a high grade line of Domestic Dinnerware. Strictly commission. Territory—Nebraska, Colorado, Missouri, Oklahoma and Kansas. Fifteen years acquaintance with Dinnerware trade over this territory. Best references. Address "Dinnerware," care CROCKERY AND GLASS JOURNAL.

The Chicago Market

(Continued from page 28)

petition in bankruptcy are pending at this time in the United States District Court, and at least one will see action during this week, according to the Chicago Title & Trust Co. appointed receivers for the company. The company has been reorganized many times during its short history, but from present indications the properties of the company will be sold in the near future to pay creditors and the stock of the company wiped out.

The Hartman Corp., operating several retail furniture stores in Chicago, is developing a wholesale and contract business, it was learned following the change in name of the City Furniture & Carpet Co. to the Hartman Wholesale Co. The Hartman Corp. will occupy their new 12 story building, reputed the largest retail furniture store in the country, on May 1. The new store is located at Adams and Wabash Ave., adjacent to the New Palmer House.

The Apex Products Co., 3243 W. 30th Street, was incorporated recently for \$200,000 to manufacture washing and ironing machines and household appliances. J. H. Jones and D. M. Healy are the principal owners.

Montgomery, Ward & Co. has just closed a contract for a \$600,000 addition to their St. Paul, Minn., branch house.

A. Leath & Co., Elgin, Ill., department store has increased its capital stock from \$1,100,000 to \$1,500,000.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Boston News Notes

(Continued from page 26)

Alfred W. Beede, a prominent furniture dealer in Lynn with a place of business in City Hall Square, died March 24 at his home in that city. When he left school he associated himself with W. F. Goldsmith, a Lynn furniture dealer. Thirty-five years ago he established the Alfred W. Beede Furniture Co. He is survived by his wife, a son, and two daughters.

Timothy Crowell Baker, until two months ago actively in charge of a store of kitchenware and tinsmith's supplies at Taunton, died March 26 at the age of 87. He was born in South Yarmouth and in 1856 moved to New Bedford, becoming a tinsmith, at which trade he worked at Taunton from 1860 to 1895. He was one of the oldest Masons in the State. He leaves his wife and two sons.

Among the new dealers in Boston and vicinity are G. A. Clark, electrical specialties, 44 Federal St., and W. J. Simkins Co., jewelers, of 471 Broadway, Everett.

Fire in Callahan's Furniture Store, Norwood, on March 23, destroyed the building. The loss is estimated at \$50,000.

Among the new Massachusetts incorporations are: Newton Glass Co., Newton; glass; capital, 1,000 shares of common stock at no par value; incorporators, Laurence L. Frederick, Martha M. Ryan, and Grayce M. Frederick, all of Belmont.

Puritan Lamp & Shade Co., Inc., Boston; lamps; capital, \$100,000; Abram B. Fox, Brookline; Simon L. Warren, Quincy, and Jacob J. Kaplan of Dorchester.

The Deven Furniture Co., Inc., Boston; furniture; capital, \$50,000; incorporators, Benjamin Hurvitz of Roxbury; Eva Silver, and William Silver, both of Dorchester.

Alpine Electrical Supply Co., Inc., Boston; electrical fixtures; capital, \$35,000; incorporators. Harry Blacklow and Lillian Blacklow, both of Roxbury, and Sadie F. Pritzker of Dorchester.

B. F. DRAKENFELD & CO. INC.

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Sole Sales Agents to the Glass Industry for

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DENSE WHITE ARSENIC

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Roessler & Hasslacher Chemical Co.
NEW YORK

What Are the Potteries Doing?

(Continued from page 23)

"On the whole we can see no reason to justify a feeling of pessimism," related George R. Ahrendts, manager of sales for the Atlas China Co., Niles, O. He continued. "There seems to prevail among merchandisers a condition quite similar to that in the labor world. It does not seem to be an easy task to become reconciled to the fact that the inflated prosperity period is gone, not soon to return. In other words, as a general rule, there seems to be a lack of ability to become reconciled to a condition dictated by a normal existence. In many cases, however, we find men of the most progressive type, whose business development has been of such a nature as to permit of an elastic application to the opportunities of the present time and who are finding it possible to not only hold their own, but also to show increases in their total sales over similar periods of recent years. While there are rumblings of dissention in some matters, as is generally the case, yet the fundamentals of business throughout are sound and by the practice of sane methods, should be made to produce results that will be satisfactory and profitable."

Local pottery salesmen have advised home offices that E. W. Willard has been selected general manager and also vice-president of the Newcomb, Endicott Co. store at Detroit, Mich. Mr. Willard was formerly

with the Lion department store, Toledo, O., and is well known in the retail trade as an executive.

"We are very well pleased with the condition of business," announced John B. McDonald, manager of sales for the Knowles, Taylor & Knowles Co., this week. "Our new Coronado dinner shape is in excellent demand, in fact it has proved to be the most popular shape we've ever placed on the market."

Glass Factory Activities

(Continued from page 24)

that new business "tapered off considerable during the month of March," but that the demand for its specialty which consists of small glass knobs and drawer pulls during January and February was very good. This company does a rather active business with hardware concerns having builders supply departments.

The Wellsboro branch factory of the Corning Glass Works, which has been employing about 400 people will suspend operation during the current month it was made known at a meeting of the Wellsboro, Pa. Chamber of Commerce.

Announcement has been made that J. B. Hays has been appointed resident manager of the Gas City, Ind. plant of the Illinois Glass Co., effective Wednesday, April 1.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.

French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors of Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.

Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:

Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building

Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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AS THE EDITOR SEES IT

AVOID THE RUTS

A FEW years ago a traveling salesman had occasion to cool his heels on the platform of the railway station in a small town in South Carolina. The town itself was of small importance to any one besides the inhabitants, except for the fact that it was the terminus of a section of the railroad. A round house was located there and two or three times during the afternoon which the salesman spent enjoying the scenery of that locality, an exchange of engines was made by passing trains.

Each time, while a line of cars was waiting for the exchange of locomotives the salesman noticed a little old wizened man who came from somewhere in the yard, and walked along the line of cars industriously tapping each wheel with a small hammer.

Finally the salesman engaged the old man in conversation.

"How long have you been doing this, Pop?" he asked.

"Thirty-one years," replied Pop.

"Say, just what do you do that for anyway?"

The old man looked dazed. "Well, now suh, I don't rightly know. Ah've often wondered mase'f."

He had pounded metal wheels with a small hammer for thirty-one years and did not know why!

A young housewife, a newly-married friends of ours, was visiting a more experienced matron at her home in a neighboring city recently. The older woman was preparing to cook one of the hams for which Virginia is justly famous. In preparing this ham for the pot her friend noticed that she carefully cut a thin slice from the butt end

of the ham. As the young wife was naturally interested in acquiring all the fine points of cooking, she inquired interestedly concerning this feature of the operation.

"To tell you the truth, said the friend, I don't know just why I cut that slice from the end of the ham, but my mother always did it and her hams were always delicious."

A short time afterward our friend had occasion to call upon the mother of the young matron, and one of the first questions she asked her was what effect cutting a slice from the butt end of a Virginia ham had upon the flavor thereof.

"None that I know of, why do you ask?"

The visitor told her why. It transpired that her friend's mother had owned an ancient cooking pot of rather small dimensions for which an average Virginia ham was just a trifle too large, so the old lady had been in the habit of trimming the hams to make them fit the pot.

Such is blind force of habit. How many china and glassware dealers are doing their business in a similar manner—following the rules established by someone else, possibly because of conditions entirely different from these under which they are operating.

When we begin to think for ourselves, cutting our cloth to measure instead of endeavoring to make the measure fit the cloth, we will be really progressing. The moth-eaten, moss grown adage, "It was good enough for my father, it will be good enough for me," is justly scorned as an anachronism. And yet a large proportion of us are operating along just such lines.

The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER XVII—DECORATING THE WARE: DECORATIONS INHERENT IN THE BODY OF THE WARE

THE decoration of dinnerware and fine pottery receives much study, because by its direct appeal to the eyes of the housewife or other buyer it is a very persuasive element in selling the goods.

This branch may be classified generally under two heads:

First, the decorations which arise from the special shaping, embossing, or general coloring of the body itself; second, patterns of color which are applied to the surface of the ware in one part or another after it has been burned in the kiln. The latter division again falls naturally into two marked subclasses, consisting of (A.) the underglaze designs, which are colorings applied to the biscuit ware before it is dipped in the glaze; and (B.) the overglaze patterns, applied on top of the glaze after it has been hardened in the glaze kiln.

Decorations inherent in the body of the ware constitute the very earliest modes of art creation in potting. Many sided shapes and simple color schemes were then conceived, which are still found attractive and popular in the most modern productions. The form of elevated figures or embossments on the face of the ware would require too much space to describe adequately.

Doubtless the first form of pottery decoration appeared when clays of different colors such as red, yellow or black were either blended in some uniform tint pleasing in appearance, or were carefully arranged in orderly layers so as to produce stripes of contrasting colors. Again it was discovered that the clays might be so partially intermixed as to give a mottled or other ornamental effect. Then it was found that dipping the ware into slips of different colored clays or painting the raw clay shapes with broad bands or bold designs in colors rendered it more attractive to the public in its final form. Even to this day the goods of one pottery readily outsells those of its competitors because it has evolved a distinctive body tint of cream, of pearl, of ivory, of pale blue or soft white which tickles the taste of a profitable class of consumers.

Experience shows further that the public taste swings like a pendulum from one shade of body to another, per-

THIS is the seventeenth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

haps more slowly, but just as surely as it does from one form of border design to another. For a period of years the dead white body tint in dinnerware remained in vogue, then for two or three years an ivory shade became all the rage.

The uniform shade that is to characterize the foundation product is easily varied by introducing specific chemicals into the mixture of basic materials. Where no special coloring matter is introduced the combination of clays unusually employed in making either china or semi-porcelain results in a pale cream colored body. If a dead white color is wanted, cobalt blue must be added, to the mixture as was described in Chapter Five. The addition of a trifle of manganese is said to furnish a pearl color with a slight pinkish or violet tinge.

Potters have, in many instances that it is cheaper and more attractive to get a brilliant or soft body shade by coloring the glaze instead of the clays. Metallic oxides are used to produce the desired colors. Space will not permit a technical explanation of the making of these colored glazes, suffice it to say that a proper admixture of cobalt oxide will produce a blue glaze; of copper oxide, a green; of nickel oxide gray; of iron oxide, brown; and tin oxide a white glaze. Combinations of these with other color chemicals will change the glaze to almost any shade desired. Through the concealing qualities of a colored glaze the potter may utilize a cheaper grade of clay to form the body. For example a clay of an ugly color will be hidden by a solid color glaze. Beautiful majolica or faience pieces are thus transformed into highly ornamented outsides, whereas the inside structure is coarse and meritless.

Fancy wares are often decorated all over with a glaze of a brilliant metallic sheen known as a lustre. Tea sets and other short services for the table are also popular in this style. The effect arises from a coating of compounds containing easily reducible metallic oxides, the whole being fired at a low red heat in a reducing temperature.

Unique effects have been contrived by coating the ware with one bright color, then, after firing, coating it with a second glaze tinted with a contrasting color. But the second glaze is made from a mixture sufficiently mispro-

portioned to cause it to craze after firing; so that the diverse colors show like a net work of lines through the crackles, such a color scheme is named in French "Vieux Craquele." The idea was derived from specimens of ancient Chinese porcelain preserved by collectors of antiques.

The Glass and Pottery Industries in France

The glass industry in Lorraine formerly obtained the requirements for its development from the natural products of its soil, namely, siliceous sand from the Vosges and the timber wealth of its forests. Baccarat dates from 1765. The establishment of Cirey-sur-Vesouze was founded towards the middle of the nineteenth century. It is the development acquired by the glass industry during the second half of the century, due to its more and more numerous applications, which has given rise to the subsequent flotation of several other concerns. Art glass possesses a very well-known and reputable centre at Nancy, where Gallé, a local manufacturer, was one of the principal masters; he renewed the art of decoration, and improved the processes of manufacture, and the impulse he imparted to this industry still prevails.

Mention must also be made of the happy initiatives of Daum, whose firm constitutes a veritable art centre, and the discovery by Walker of a special glass intended for the manufacture of special lines of glassware. The destruction of stained glass windows in churches during the war has given a marked fillip to this special branch of the glass industry. The initiator of this movement was a noted artist, M. J. Grüber, whose mantle has fallen upon some of his disciples, including André Lemoine, one of the leading representatives of the young school. Stained glass is not being restricted to churches, but now tends to find an important place in the techniques of architecture, for private and public buildings. In Moselle, and notably at Sarreguemines, Bitche, Vallerysthal, Sarrebourg, and Portieux, the crystal and hollowglass industries have their home, and some of the raw materials (sand, dyes, and oxides) are obtained from Germany.

Sarreguemines is also the centre for crockery, tiles, and pottery. The glass industry at Tarn is also prosperous, and has only two drawbacks to complain of: (1) the lack of hand labour, and (2) insufficient means of transport. In fact, the whole Rodez district is suffering from the same cause. Vallauris, 13 kilometres from Grasse and 2 km. from Golfe Juan, is pre-eminently an important industrial centre, says "La Ceramique," owing to its numerous potteries making culinary, enamelled, and pottery ware with metallic lustres. The pottery industry here includes about forty establishments employing over 1,500 hands. The earth used is the so-called "terre des Alpes" or Alpine Earth, which is a clay of different colors, and it possesses qualities of plasticity and consistency after baking which can only be found in clay coming from the Vallauris district. The earth or clay is exposed to atmospheric conditions for some months; it is then treated in a pugging mill, kneaded, and passed on to the potter.

The pottery made from this clay is light, but strong,

and can withstand the hottest fire. In spite of the simple plant used, Vallauris produces about 10 million articles of pottery of excellent quality and reputation. The industry is well organized, and has now a common Sales Office, which negotiates with buyers, and does everything possible to secure fresh outlets for Vallauris pottery—and with a satisfactory amount of success. Art vases are now also being made at Vallauris, with excellent relief designs, and in varied art colours, and are steadily growing in popularity.

Buyers in New York

APRIL 7TH, 1925

- William Ellison, leather goods, jewelry, silverware, toilet goods. Wm. H. Block Co., Indianapolis, Ind., 463-7th Ave. (S. M. Goldberg.)
- C. McGowan, silverware, jewelry, leather goods. L. S. Donaldson Co., Minneapolis, Minn., 159 Madison Ave. (Syndicate Trading Co.)
- H. M. Blank, leather goods, silverware, jewelry, Famous & Barr Co., St. Louis, Mo., 1115 Broadway, (E. M. Sostman.)
- C. M. Koontz. Silverware, jewelry, Lansburgh & Bros., Washington, D. C., 115 West 30th Street (Weil & Hartmann).

Novel Sales

Customers Choice Sale. If you are located in a small town, or if you are ambitious that your store shall become the trading center of your neighborhood, try the following plan for holding a series of weekly sales of certain articles. Send out 25 letters to names selected from your books, ask the customers if there is any article which they would like to have included in the Special Sale which will hold during the coming week. Invite them to write you the name of the article and inform them that the article named in the first ten replies received will be placed on Special Sale. Each customer should name only one article. It is a good idea to enclose a list of articles and ask them to select one.

Six Best Sellers. A novelty sale wherein the figure six plays a prominent part. Make up a list of from 25 to 50 merchandise items from your stock. Have writing sheets printed or multigraphed with this wording: "WHAT SIX ARTICLES FROM THIS LIST WILL IT SELL IN GREATER QUANTITIES BY THE SIXTH OF _____?"

- For nearest Correct List.....Six Dollars
- " second " "..... " Halves
- " third " "..... " Quarters
- " fourth " "..... " Dimes
- " fifth " "..... " Dimes
- " sixth " "..... " Dimes

(Then copy list)

Give out one sheet to everyone who visits your store and also give out one sheet with each purchase. Start giving out the sheets from one week to two weeks before sixth of the month. A simpler way to record the value of goods sold is to inventory your stock of articles at the end of 30th of preceding month and compare it with quantity on hand at end of 6th day of month. Multiply the difference in quantity by the selling price and you have the total.

For the Store's Advertising



A GOOD advertising stunt which pays its own way through direct sales is to have your movie day at one of your local picture houses.

Take over the house for the day (preferably some dull week day when the owner will charge you less for it) and charge the cost to advertising. Then advertise that a certain day of next week will be your store's day and that tickets for admission will be given with each purchase of \$5.00 (or any other selected amount).

The day wants to be advertised heavily and be sure that the theatre gives you a good picture, preferably a patriotic one. It will bring you many sales from new customers.

Send out a short letter to customers and prospective customers. Have it read like this:

"Some time within the next 3 weeks our advertisement in the newspaper will contain a coupon good for 10 per cent of the purchase price on any article in the store."

"If you will look for it and return it to us, we shall be glad to honor it as part payment on anything you buy. A careful reading of our advertisement each time it appears is sure to repay you, for the quality of our merchandise and the very reasonable prices give you full value every time."

"We extend you a cordial invitation to visit us and look around, at any time."

THE ROOT STORE.

The coupon may be made for either 5 per cent or 10 per cent as you think fit.

Sees Good Business Ahead

A stable, sound and even flow of business activity for the remainder of the year is forecast, in the opinions of industrial leaders, in a survey by the National Industrial Conference Board.

Business during the remainder of the year, however, it was indicated, probably would be conducted under conditions of rising interest rates for loans, with a tendency toward lower prices in some industries and generally stationary wages.

While there is no expectation of a boom, this is considered an advantage rather than otherwise, a steadier movement of business being felt to be more conducive to sane and dependable conditions. In this connection the board points to the following as notable achievements accomplished during the last five years:

"More stable employment in relation to changes in production.

"Greater conservatism in expanding production and trade in relation to price changes.

"A shortening of the line of distribution from manufacturer to consumer.

"Greater dependability of transportation service."

Summarizing its survey, the board says:

"Greater elasticity of production in adjusting itself to price changes, it is believed, has been brought about by industry's demonstrated ability to increase greatly the volume of production with a relatively smaller expansion in employment. This, it is pointed out, tends to eliminate the hectic activity usually resulting from marked price fluctuations. The demonstrated capacity to produce more though employment does not increase, or even falls off, is hailed as one of the most encouraging signs in recent industrial history, indicating more efficient management and greater efficiency of labor or mechanical application, or both.

"Better and more direct contact between manufacturer and consumer is also welcomed as a factor helping to stabilize business generally. It is noted with satisfaction, principally because of its tendency to eliminate speculative buying and the resulting steadying of prices, a condition closely connected with and partly made possible by the greater dependability of transportation. Shippers are now more willing to move smaller quantities at shorter intervals, according to a prominent Eastern railroad executive, because they feel assured that they will have no trouble to receive further shipments at short notice.

Your Advertising

Perhaps these suggestions will help you in the planning of your advertising:

Scrap book reference. Watch your local and big city papers for advertisements based on good ideas. Paste these in your scrap book. When the same season next year comes around your scrap book will suggest suitable sales and features for it. This scrap book will also check against your memory and guard against delay in starting your advertising for holidays, openings, department sales, etc. Clippings should be pasted in calendar order, those for January in first part of book, for February in next—always leaving blank pages for additions.

A test. If you desire to learn the pulling power of your advertising—either circular or newspaper—incorporate in your ad a coupon which when presented at your store entitled bearer to a certain article at a reduced price or which entitled bearer to an advertised article free of charge.

Advertised goods. A profitable display is to watch the current trade and national magazines for advertisements of products sold by you. Clip the advertisements and fasten to surface of glass in window by means of labels. In the window show the different products advertised with small ribbon streamers running from products to ad. You should be able to use all your windows in a display of this kind. Suitable window cards are:

"This store keeps right up to the minute in stock and Service"

"If It's New—We Have It."



For Spring and Summer

There is a smart new iced tea set, featuring tall tankard jugs with the popular "Feronese" (patented) tumblers, in cool, refreshing colors. Another of sparkling green in a spun spiral optic effect, with welt bottomed handled tumblers. Still others in distinctive combinations of colors.

Salad plates, so essential at this time. Thin blown, clear, finely finished . . . in correct colors.

Solid case lots at New York, or from open stock. Our salesmen, now traveling, will be glad to show them to you. Or see them here, with their many attractive neighbors.

Graham & Zenger Inc.

104 Fifth Avenue, New York

Exports of Glassware, Etc.

The Department of Commerce, Bureau of Foreign and Domestic Commerce, reports that domestic exports of glassware, table and other, from the United States, by countries are as follows:

Countries	Table glass- ware plain	Table & other glass- ware cut en- graved	Lamps & other il- luminating devices chiefly of glass	Glass- ware, n.e.s.
	Dollars	Dollars	Dollars	Dollars
Denmark	561
France	15	39	..	33
Germany	12	3,685
Greece	14	85	196	..
Italy	270
Norway	24
Spain	35	50
Switzerland	325
United Kingdom	13,470	..	1,503	4,466
Canada	23,698	2,579	4,894	50,866
British Honduras	205	82	..	108
Costa Rica	328	..	101	12
Guatemala	..	46	..	70
Honduras	322	61	188	34
Nicaragua	133	147
Panama	751	..	164	1,757
Salvador	287	171
Mexico	12,053	668	1,589	6,477
Nfldld. and Lab.	58	..	139	552
Bermuda	154	126

Barbados	34
Jamaica	174	..	13	237
Trinidad and Tobago	10	..
Other Brit. W. Ind.	244	..	78	183
Cuba	16,937	139	799	3,961
Dominican Republic	624	..	124	171
Dutch W. Indies	106	..	100	100
French W. Indies	18
Haiti	2,110	..	115	165
Virgin Is. of U. S.	29	54
Argentina	4,042	40	..	991
Bolivia	296
Brazil	121	3,616
Chile	29	..	118	228
Colombia	913	783
Dutch Guiana	138	..
Peru	1,664	30	199	267
Uruguay	52	27
Venezuela	1,189	..	30	341
British India	576
Ceylon	496
Straits Settlements	130	118
China	1,856	198	..	746
Java and Madura	234	276
Hongkong	21	..	38	180
Japan	17	245	..	2,149
Kwangtung, leased terr.	17
Philippine Islands	3,471	880
Australia	11,678	17	483	2,326
British Oceania	42	..
French Oceania	43	..	83	12
New Zealand	1,764	210	73	535
British W. Africa	49	..
British S. Africa	268	888	235	40
Egypt	162
Total	99,802	5,327	11,734	89,423



CAUGHT IN THE NEWS NET



A VISITOR to New York for the first time since 1913, is A. Victor Maddock, of England, son of Arthur Maddock. Mr. Maddock, who is director of the factory of John Maddock & Sons, arrived Monday on the S. S. *Celtic*. He plans to stay about a month.

George Dougherty, treasurer and sales-manager for the Economy Glass Co., Morgantown, W. Va., visited New York for a few days this week to consult with D. King Irwin, local agent for the Economy line and to attend to other business in connection with the factory. Mr. Dougherty, who is a natural optimist, says his factory is working at a very satisfactory capacity and he sees only the brightest prospects for future business.

On Monday, Eugene Henn enters upon his new duties with the Cambridge Glass Co., in their New York office. Mr. Henn, who was formerly with Duparquet, Huot, Moneuse Co., will cover the metropolitan district. D. T. Dayton, who has been assisting Mr. Graham in the New York office for the past two or three weeks, until the arrival of the new sales representative, will return to the factory.

Robert L. Coslette, New York, New England and Southern representative for the Cowan Pottery Studios, returned to New York Monday from his spring trip.

Mr. James, of T. M. James & Sons, Kansas City, Mo., is in New York on a buying trip this week.

R. Guy Cowan, head of the Cowan Pottery Studio, Rocky River, O., was in New York this week conferring with his representative, Howard G. Selden.

Walter Bakewell, well known in the pottery trade in Stoke-on-Trent, England, arrived in New York last week accompanied by his family. He is planning to make a trip to the coast and will probably be in this country for three or four months.

Wm. G. Mueller, of William G. Mueller, Inc., New York, sailed for Europe, Saturday, on the *President Harding*, to visit the factories which he represents in this country.

L. G. Gaspar, manager of the china, glass and lamp departments for John Wanamaker's, New York, returns Friday from a three months' European trip.

Jack Aldrich, who is in charge of the lamp, bric-a-brac and china for James McCreery & Co., New York, is expected from Europe Friday.

H. J. Smith, of Phillips, Thistle & Smith, Inc., left Saturday for Philadelphia and other Pennsylvania cities.

Walter Elms, sales manager for the Dohrman Commercial Co., California, expects to return to this country from Germany about May 1st.

Geo. J. Higginson, with Johnson Bros., Ltd., New York, returned on Monday from a trip through the middle west.

Felix Kohn, of Chicago, has taken a position with Kaufman-Straus Co., Louisville, Ky., in their china and lamp department.

W. E. Wells, secretary-treasurer of the Homer Laughlin China Co., East Liverpool, O., is in New York this week, conferring with the company's New York representative, Cox & Co.

OBITUARY

Willis E. Cuning

Willis E. Cuning, 63, president of the West End Pottery and one of the East Liverpool, (O.) pioneer pottery manufacturers, died in Princeton, Florida, at 1:45 o'clock last Saturday afternoon, following an illness of complication of diseases.

Mr. Cuning, with William Burgess, founded the West End Pottery Company in 1892. Prior to that they had been engaged in the manufacture of ware there. He also operated the American Stilt Works, located in East Liverpool and was also interested in the Burgess & Co., stilt works which is being operated in Wellsville, O.

Because of failing health, Mr. Cuning went to Florida, last November. His wife and only son, Burgess Cuning, of this city, were at his bedside at the time of his death. Besides his widow and son, Mr. Cuning is survived by three sisters. He was a member of East Liverpool Lodge No. 258, B. P. O. Elks. The body arrived in East Liverpool, Wednesday morning.

John Davis

John Davis, aged 93, died Sunday, in his home, 705 Ivy St., Pittsburgh, Pa. Mr. Davis was born April 27, 1832, within a stone's throw of the block house, Pittsburgh.

When a young man he engaged with his father in the cracker business and later with his brother, Robert Davis, in the same business. The business, after the Civil War, was taken over by the late S. S. Marvin. For a number of years Mr. Davis was in the glassware manufacturing business, a member of the firm of Campbell, Jones & Co.

Importers Hold Annual Meeting

Frederic B. Shipley, president of the National Council of American Importers and Traders, Inc., at the annual meeting and luncheon of the council, held last Wednesday, April 2, at the Hotel Astor, New York, said: "There is a concerted movement on foot by certain interests to have Congress revise the tariff upward, and that legislation to carry it into effect will be introduced at the next session of Congress. There has been some secrecy about it, but the evidence is too plain to be misunderstood."

United States Tariff Commissioner Alfred P. Dennis, recently appointed by President Coolidge, said that the tariff should be based on scientific facts and not politics, and that these facts should be made accessible to all the people, and having ascertained the fact they should be applied for the interest of all the people.

Samuel W. Reyburn, president of the Associated Dry Goods Corporation of New York, after explaining the methods followed by his store in purchasing abroad to meet the demands of consumers here, said: "I do not object to a protective tariff, but I do object to a privileged tariff based on false statements, such as were in evidence when the last tariff was made up."

Those at the speakers' table included: Assistant Attorney General William W. Hoppin, in charge of customs litigation; F. J. H. Kracke, United States Appraiser at the port of New York; Judge J. B. Sullivan, of the Board of United States General Appraisers; former Secretary of Commerce, William C. Redfield; S. C. Mead, secretary of the Merchants' Association; C. D. Snow, manager of the foreign commerce department of the Chamber of Commerce of the United States; Dr. A. H. Giannini, president of the Italian Chamber of Commerce in New York; O. K. Davis, secretary of the National Foreign Trade Council; Fred I. Kent, vice president of the Bankers Trust Company; W. W. Nichols, president of the American Manufacturers Export Association; Robert R. Appleby, vice president of the British Empire Chamber of Commerce in the United States; C. G. Pfeiffer, George Borgfeldt & Co.; Philip Le Boutillier, Best & Co.; William S. Pitcairn, of the William S. Pitcairn Corporation, and George C. Davis, officers of the import council.

The following officers and directors were re-elected at the fourth annual business meeting held prior to the luncheon.

President, F. B. Shipley, of Shipley-Hollins Company; vice presidents, Peter Fletcher, of Lamb, Finlay & Co.; William S. Pitcairn, of W. S. Pitcairn Corp.; Philip Le Boutillier, of Best & Co.; treasurer, H. O. Lloyd, of Julius Kayser & Co. Directors for three-year term—H. B. Clososn, of A. B. Closson, Jr., Company, Cincinnati, Ohio; Hubert E. Heine, Hibben, Hollweg & Co., Indianapolis, Ind.; E. M. Holton, of Holton & Adams, Inc.; W. Howell, of Pitkin & Brooks, Chicago, Ill.; W. A. Maurer, of Omaha Crockery Company, Omaha, Neb.; Edgar B. Walters.

In addition to the above officers and directors who were re-elected, W. W. Lorch, of Ely & Walker Dry Goods Company, St. Louis, Mo.; was elected as vice president, and Robert W. McConnochie, of Bonwit, Teller & Co., was elected as director. All of the other officers and directors remain undisturbed.

Among those identified with the china and glassware business present at the luncheon were: Wm. S. Pitcairn, of the Wm. S. Pitcairn Corp.; Paul A. Straub, of Paul A. Straub & Co.; Kennard L. Wedgwood, of Josiah Wedgwood & Sons of America; Edw. B. Dickinson, of Edw. B. Dickinson, Inc.; R. G. Schenker and Mr. Green, with Ovington Bros.; Robt. S. Slimmon, L. S. Hinman, of Theo. Haviland & Co.; J. H. Venon, of J. H. Venon, Inc., T. Nakayama, of Morimura Bros.; Julius Rosenfeld, of Lazarus & Rosenfeld; Jas. Boote, of Edward Boote; Wm. Friedlaender, of Oscar O. Friedlaender Co.; M. Levy, of Ferdinand Bing & Co., Successors; Jos. F. O'Gorman and Howard R. Handy, of the *Pottery, Glass and Brass Salesman* and F. Calvin Demarest, of the CROCKERY AND GLASS JOURNAL.

If You Sell School Children



BUY one of the popular rotary action pencil sharpeners now on the market. Attach it to the outside window ledge in front of your store. If the construction of your windows does not permit attaching articles thereon, erect a short strong shelf and fasten the pencil sharpener to it. Next write or letter an invitation card:

"SCHOOL CHILDREN ARE INVITED TO
POINT THEIR PENCILS ON THIS SHARP-
ENER WITH OUR COMPLIMENTS.
THERE ARE MANY GOOD POINTS
ABOUT OUR STORE."

Fasten the card in window next to the glass or on exterior near the sharpener.

The adoption of this idea will add to your reputation for originality in advertising—adults will use it too. If you keep your window displays up-to-the-minute it will add to their effectiveness. The sharpener being located near the windows, those who sharpen their pencils cannot but look at the displays therein.

Bankers Acquire Control of Stern's

A syndicate of bankers, it is reported, has acquired control of Stern Brothers, New York.

The bankers include Ladenburg, Thalmann & Co., one of the oldest private firms here. Hornblower & Weeks will also participate. The syndicate is expected to make a public offering of the common stock of Stern Brothers within the next few weeks. All inquiries were referred to the office of Ladenburg, Thalmann & Co., but partners of that firm stated that nothing could be said at this time.

Stern Brothers is one of the oldest concerns of its kind in the city, having been organized as a partnership in 1867. From a small beginning the store grew rapidly, and in 1878 it was decided to erect a new building, which was located on Twenty-third Street when that section was the principal shopping district in this city. The Twenty-third Street store also grew rapidly, and additional buildings had to be taken over. By 1910 the firm had expanded its sales to \$10,000,000 annually. The shopping district gradually extended further uptown, and the Stern Brothers store is reported to have lost considerable business because of its failure to migrate uptown. In 1913 it moved to the Forty-second Street building which it still occupies.

Stern Brothers do not publish figures showing the aggregate sales of the store from year to year, but the annual report to stockholders shows net profits averaging more than \$1,000,000 annually during the past seven years, the largest annual profits having been \$1,897,110 in 1920. The concern showed \$864,703 for the year ended Jan. 31, 1925.

The officers of the concern, according to the latest corporation records, include Benjamin Stern, president; J. G. Kugelman, vice-president; Isaac E. Froehlich, vice-president; Richard A. Koegler, treasurer, and E. H. Rosenstock, secretary.

Lasker on Advertising

The greatest danger that advertising faces is the fact that too much is expected of it, according to Albert D. Lasker, President of Lord & Thomas, one of Chicago's largest advertising agencies and formerly Chairman of the United States Shipping Board, who spoke recently at a luncheon given at the Advertising Club. Manufacturers have grown to think of it as a cure-all for their troubles, he said.

"Advertising is the greatest force that has come to the aid of the distribution of goods in the past twenty years," he said, "but it cannot accomplish everything. It cannot do much for merchandise that is not good enough to sell without advertising. No man can do anything for an advertiser who does not understand his own business."

According to Mr. Lasker the latest methods in advertising have been learned from the old advertisers of quack patent medicines.

"In those days the advertisers used to make use of

testimonials from unknown persons," he said. "Modern advertising tries to get testimonials from celebrities. The theory is exactly the same. The only difference is that the modern application of it is sound."

Twelfth National Foreign Trade Convention to Be Held in June

The call and preliminary program of the Twelfth National Foreign Trade Convention to be held at Seattle, Washington, June 24-25-26, which have just been issued by James A. Farrell, Chairman of the National Foreign Trade Council, reveal an advanced state of plans for what is to be the Council's first comprehensively international convention.

Delegations of business men have accepted the Council's invitation and will come to Seattle from Japan, China, India, Straits Settlements, the Dutch East Indies and the Philippines. They will take an important part in the group sessions on the practical phases of foreign trade, which will cover such vital matters as credits and credit information, selling methods, packing, shipping, documentation and finance, and advertising. As announced by the Council's headquarters in New York, group sessions will be held on American foreign trade problems in each one of these Eastern nations, and at each group session at least two of the speakers will be business men from the country under discussion.

An additional group session of special interest in view of the improved conditions under the administration of President Calles of Mexico will be devoted to the republic of Mexico.

Although stressing new American opportunities in Oriental trade, the Twelfth National Foreign Trade Convention will be as heretofore a forum for the discussion of the most general and the most vital interests which all Americans have in the \$8,201,534 worth of foreign trade done in 1924. An annual American production of more than \$70,000,000,000 stands behind this foreign trade, finding its own outlet and its exchange for world products a vital necessity of our economic system.

The Trade Adviser Service of the Convention, conducted by a representative and expert group of trade leaders who are available for informal advice on foreign trade practice under modern practical conditions, will be repeated this year. This famous "experience service," conducted by seasoned foreign traders, has acquired a unique value at National Foreign Trade Conventions. There will also be group meetings of export, sales and credit managers, exporters and importers, foreign department executives of banks, and educators, so as to furnish special opportunity for business men of common interests to profit by the convention sessions.



WHAT THE POTTERIES ARE DOING



PRODUCTION of general ware in the plants in the eastern Ohio district continues on about the same scale as reported a week ago, although there are some instances where some plants are doing from 75 to 85 per cent of capacity. Locally, however, there has been little if any change in the production schedule. Plants located outside this immediate territory report business from fair to good with a constant drive for new business being followed. The receipt of new business is declared by some manufacturers to be spotty, and this may be said to be the rule with the majority of the plants. It is declared that the majority of the manufacturers have from 60 to 90 days business on file, when present working schedules are taken into consideration, while some of the larger manufacturing concerns have business on file for a longer period of delivery. Considerable of the business booked by the manufacturers in January has been shipped, although in some particular instances some orders received during that month remain to be filled. Some concerns featuring hotel china report an active demand for the line.

Plans for the reconstruction of the plant of the Atlas China Co., which was destroyed by fire at Niles, O., a fortnight ago are now underway. Should the proposed program be executed, it is possible that the plant will be in operation again within the next three months. At the time of the fire the property was being operated on a full time basis, and with considerable future business on the order file. While it is not likely that the company will erect additional kilns it may follow that new buildings will be on a larger scale than those destroyed by the fire. The company only recently completed the erection of several kilns and other factory extensions, and the outlook for a continued run throughout the year was most promising for this firm at the time of the fire. It is now estimated that the loss will run close to \$200,000.

The United States Potters' Association through a special committee has opened a discussion with the East Liverpool Board of Education relative to the establishing of a school of ceramics as an addition to the curriculum. Those back of this movement are hopeful of obtaining both state and Federal aid for the new course, which will be the first ceramic course has ever been made a part of high school training in the East Liverpool district. It is pointed out by Potters' Association that to have such a course would give sons of operative potters now attending school the opportunity to equip themselves for the more responsible positions in the plants hereabouts.

A general reorganization of the Jackson Vitrified China Co., Falls Creek, Pa., has been announced with the elec-

tion of Will A. Rhodes, formerly of this city as president of the corporation. Mr. Rhodes is also handling the sales end of this plant. The company is not placing any salesmen on the road, Mr. Rhodes declared this week, it being the policy of the company to do business with the larger distributors, and not to cater to the small trade. The production of this plant is being confined to whiteware and underglaze decorations only, no overglaze decorating being done. The firm is specializing in names, crest and badge work in one, two and three colors in register printing, the company not making any use at all of decals for either patterns or crests.

It is interesting to note that just at the time of the fire that destroyed the plant of the Atlas China Co., Niles, O., the company had just began the erection of two additional decorating kilns. A number of other factory changes were being instituted throughout the plant all designed to facilitate production and at the same time provide greater efficiency with the ultimate result of improvement in quality of product. "Future prospects were encouraging, notwithstanding the increase in capacity that we had inaugurated," announced George R. Ahrendts.

"We are very pleased with the condition of our order file," announced Charles W. Foreman, president of the Southern Potteries Co., Erwin, Tenn., this week. "We're delighted to report that our business is keeping up in a very satisfactory manner, and the immediate outlook indicates full operation of our plant for some months to come." The Southern Potteries Co., has just placed on the market a new octagon shape which is to be had in a variety of exclusive decorations, and according to Mr. Foreman is meeting with a heavy demand. The company recently completed a number of minor improvements to its factory, but no new kilns are contemplated for the immediate future.

"It is our opinion that just as soon as consumers start to buy, our dealers will buy on a larger scale," said Frank P. Judge Jr., sales manager for the National China Co., Salineville, O. "New business is not in the same volume that it was some time ago, but nevertheless there are outstanding evidences of improvement in the very near future." The National China Co. is making a specialty on open stock dinnerware for the department store trade, and the factory is still working on some business that was booked during the January buying season.

Demand for yellow-ware is holding up rather actively, according to the manufacturers in this district. Bowls

(Continued on page 31)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



GENERAL conditions in the flint glass trade show little if any change over that which prevailed during March. On the whole, the volume of business handled by the manufacturers during the first quarter of the year is considered better than that of the corresponding quarter in 1924. There was a slump in business experienced during the first quarter last year, and at times during the first quarter this year there were some "spotty" periods. However, the manufacturers have been in a position to keep plants working rather actively, and in some instances idle factories have been placed in operation. Distributors are doing a very fair business in the general line, and this is reflected in the volume of business that is now being received by the manufacturers. Those manufacturers making a special feature of the novelty lines continue to report a rather steady demand for these items. The decorated line of novelties, while not in as brisk demand as in January does appear, however, to be holding its own. Staples are in rather fair movement, and the manufacturers are interested just at this time in increasing production by installing labor machinery, thereby reducing factory costs and at the same time increasing production.

"There has been a little lull in the demand for glassware due solely to the Easter season," said H. Wallace Thomas of the Diamond Glass-Ware Co., Indiana, Pa. "However, every indication points to a very good year. The country is in a safe, sound condition, under good management and while there are some particular localities in which there is a lull in general activity, especially in building, due to the high prices which Union Labor is demanding, as soon as this situation is adjusted and a fair and equitable wage scale is effected, we are bound to face prosperous conditions for the next four years." Mr. Thomas has brought many new items out in the line of this factory this year, and the entire line is in rather active request, notwithstanding the present situation that has confronted the glass trade in a general way, due to the Easter Season.

The Holophane Glass Co., New Jersey, has filed a petition in common pleas court of Coshocton county, asking a judgement against the Coshocton (O.) City School district for \$742.35, the claim being based in a bill of merchandise sold the defendant district. The glassware was delivered the School District in 1923, the petition states.

The new glass factory that is being erected at Knox, Pa., by R. R. Underwood and his associates is expected

to be ready for operation not later than Sept. 1. The company proposes to feature a line of bottles and other containers.

The chimney factory of the Co-Operative Glass Co., North Vernon, Ind., which was destroyed by fire a few days ago, soon after it was placed in operation following a period of idleness, caused a loss of approximately \$40,000 to the company. The loss is covered by about one-third insurance. Three carloads of chimneys packed and ready for shipment and stores in the warehouse were also destroyed.

In order to secure additional help for the Bremen (O.) Cut Glass Co., the chamber of commerce of that place is conducting a campaign to secure 100 additional people for the factory. This company, which is controlled by Lancaster, O. interests can make use of 50 men and 50 girls, it is stated.

Fire of undetermined origin has destroyed the plant of the Penn Cut Glass Co., Prompton, Pa. As soon as the insurance loss is adjusted, it is reported here that the factory will be rebuilt.

In order that a claim of the First National Bank, Sykesville, Pa., could be satisfied, the property of the Sykesville Glass Co., Inc., has been ordered sold at Sheriff's sale. The plant had been engaged in the manufacturing of chimneys.

With a capital stock of \$50,000, a Pennsylvania charger has been issued to the Eden Glass Co., which proposes to operate a plant at Edensburg, Pa.

The twelfth anniversary of the founding of the Honor Club of the Boggs & Buhl store in Pittsburgh, which is composed of employees who have been in the service of the company 20 years or longer, was observed Thursday evening of last week. Henry Buhl Jr., president of the firm of which he was co-founder 56 years ago was the honor guest at this event.

Operations at the plant of the Indiana Glass Co. Dunkirk, Ind., are continuing again on an active basis, following the completion of repairs to a tank which sprung a leak during a turn.

Buyers who are accustomed to visiting the Wheeling, W. Va., district during the buying season will regret to learn that fire of undetermined origin caused a loss of

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

New Designs in Colored Glassware Shown by Phillips, Thistle & Smith

PHILLIPS, THISTLE & SMITH, INC., 1107 Broadway, New York, are getting ready for the warm days of summer with a splendid assortment of new glassware. They are showing lovely samples in the well known "Amberina" color in footed and flat nappies, in wide optic and the patented Segaco optic. These are just right for serving berries and other summer fruits. For the warm days which are near at hand, they are making up sets for grape juice, etc., consisting of 32 oz. jugs in various shapes with 6 glasses in the Amberina optic, Segaco optic and crackled glass of charming shape. These sets are made up with small one quart straight line jugs and 6 tapering tumblers, also fancy shaped jugs with six footed four ounce tumblers. They are lovely for the summer porch for grape juice, punch, or, if one has them, for cocktails. Besides these numbers in Amberina there are also samples in the new emerald green created by the Seneca Glass Co. in a complete line of table glassware which shows up exceptionally well in crackled ice tea sets. Other innovations in both the Amberina and emerald green are numbers in new deep plate etched rose design. There is also a new copper wheel engraved pattern showing a humming bird flitting among the blossoms. This is a bold rich pattern which shows up to splendid advantage in the clear colored glassware. Two different designs in needle etching are also to be found among these new samples and one number has daintily cut many pointed stars between pendants. There are also new finger bowls in Amberina in the plain and Segaco optic and nappies ranging from 4-inch size to 9-inches. These numbers which are all of exceptional charm and interest to the summer trade are from the Morgantown factory. The Star City plant has just sent samples of a new spiral optic on the No. 452 shape in crystal. These too are lovely examples of high class table ware.

Horace C. Gray Displays New Westmore and Novelties

Dainty new numbers are always to be expected in the showrooms of Horace C. Gray Co., 200 Fifth Ave., New York. One very lovely product of the Westmoreland Glass Co., Grapeville, Pa., is a new dolphin shell comport having a delicately modeled bowl in shell shape with dolphin foot. This comes in green, crystal blue and amber. Another unique and interesting number is a "shower" breakfast assortment consisting of cereal dish, breakfast plate, bread and butter plate, goblet, cup and saucer and

creamer and sugar. These are in green, clear and transparent, just right for a "shower" gift for a young bride-to-be. The charm of colored glass for such uses as breakfast sets and other general table service is not to be questioned. Every housekeeper who wants her stock of glassware complete will welcome the new developments which appear from time to time. Still another new number, in pressed glass, includes reproductions of the old sandwich sets made up in candy jars, berry bowls, plates, vases, jugs, bulb bowls and mayonnaise sets, in green, amber and crystal. These are really very attractive especially in the colors. In addition to all these new numbers there are some lovely new lotus candy jars in solid green, blue and amber matte. Then there are six or seven cased colors. These are in combinations of colors to represent the lotus blossoms which they simulate with the cover in a soft yellow with black knob and foot the same shade. The rest of the jar shades from a pale tint to a deeper shade of the same color at the top. These jars are graceful and delicately lovely in colorings.

D. King Irwin Shows New Colors and Shapes in Glass

D. King Irwin, 200 Fifth Ave., has some new shapes in crystal, optic covered ice tea jugs with colored cover and handles. These are made by the Paden City Glass Mfg. Co. These, made up in sets with 6 crystal tumblers and colored coasters, are a splendid summer seller. Colors are green, topaz and mulberry and a lovely rich smoky blue in marmalaide and syrup jars. There are new console sets, in blue green, amber and mulberry with low fluted bowls and fluted candlestick in an adaptation of the old colonial designs. Footed candy jars, mayonnaise bowls in graceful shape and lovely tones are also to be found among the products of this factory. In the Economy Glass Co.'s line Mr. Irwin is showing a new "June" line in a spiral optic flange with plain center and gold band and hair line at verge and edge. These come in apple green plates, 6 in., 7½ in., 8½ in. and 14 in., and also in stemware to correspond. There are also apple green plates for salad or desert with gold edge band. There is a lively spiral optic design in apple green with gold encrustations in candy jars, powder boxes, footed boxes and tall candy jars and many other decorative and useful items. The vogue for colored glassware is strong and these lovely new numbers will please miladi who must have her table graced with gay and daintily modeled glass table furnishings.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

IT is doubtful if the crockery trade is more than spot-tilly better than last year, but dealers are optimistic, especially about hotel requirements. Mitchell Woodbury Co. and Morandi-Proctor Co., with dinnerware and kitchen utensils, and McKenney Waterbury Co., with lamps, will be represented at the Hotel Exposition in Boston in May. As far as wares in these fields for home use is concerned impetus to buying for the summer cottages will be given by the Home Beautiful and Building Trades Exposition, April 25 to May 2, when architects, builders, decorators and furniture men will cooperate on a six-room bungalow among other displays in Mechanics Building.

John Pearce, buyer for C. F. Hovey Co., reports the recent sale of a carload of 200 bridge lamps which were sold two hours after the sale began. Orders were also taken the rest of the day. The lamp department has been brought down to the fourth floor next the millinery department. It has new showcases with sliding doors and drawer space underneath.

Mitchell Woodbury Co. sensed an encouraging atmosphere during the first week of the month and think they will get a nice business this spring. Fred A. Stearns has been at the home office for several days and is soon to start on another trip over his territory in Virginia and the Carolinas. Herbert A. Wellington was due back this week from the Middle West east of the Mississippi.

Monday witnessed quite an inrush of lamp salesmen. Henry W. Price, with decorated glass and lamps from the Herbert Glass & Import Corp., planned to spend a week at Young's Hotel before proceeding to Springfield, Worcester and New York State. He was confident that after Easter things will be picking up. With him was David Engel, representing Buhai Lamp & Shade Co., Chicago. Marque Bara, with L. D. Bloch & Co., had a number of georgette, chinz and lusterette specials, and planned to leave Thursday for Providence, Hartford, New Haven and Bridgeport. "Al" Arkins had popular price shades from Gearon Co. and Czech lamp ornaments from Sigmund Kline, New York. He anticipated a satisfactory business during the week he was to be here. Harry Leeb, representing the Standard Novelty Co., Chicago, displayed his Stanola lamps, with polychrome and wrought iron bases, and glacé and georgette shades, at the Parker House.

W. A. Claflin, 122 Pearl St., is agent for the Deco Candle Co., making hand dipped and hand decorated candles in all colors and three sizes.

The Baumer Candle Co., of Syracuse, have bought the property they occupy at 71-73 Broad St., Boston.

Benjamin F. Hunt, of the Woolworth Co., returned early this week after spending five days at New York. With him went his granddaughter, Miss Dorothe Hunt, daughter of Homer F. Hunt, for her first visit to the metropolis.

An incorporation of interest to dealers in kitchenware is that of the Sexton Can Co., Inc., Everett. There are 10,000 shares of no-par value, and the incorporators are Isaac E. Sexton, and George A. Sexton of Winchester and George H. Richards of Arlington.

The Taylor Furniture Co., 770 Washington St., has been reorganized under a new general manager, Morey H. Seadler, with a new buying staff and sales force.

The Franklin Furniture Co., recently established at 111 Summer St., is trying the experiment of selling furniture in a district of department stores, small stores and offices. Being on the fifth floor, their rent is a small fraction of what it would be on the street floor, and they feel that they can attract the public by reasonable prices and advertising, even without show windows. They also carry lamps, beverage sets, etc. M. O. Battis is general manager, and associated with him are H. B. Hodge, Frank Broderick and Alexander Gibbons.

The Wil-Ran Company has taken a lease of space at 110 High St. for a term of years, for its toy business.

Recent Massachusetts incorporations include: Bloomberg Furniture Co., Lynn, capital \$150,000, incorporators, Israel, Samuel and Henry Bloomberg, all of Lynn.

George F. Harwood, who died March 30 in Lynn, was in the crockery business from 1871 to 1892. He was born in England eighty years ago, and was brought to this country as a child. As a youth in Saugus he learned the shoe trade, and had a factory of his own for five years from 1865 to 1871. On his retirement from the trade he became active in city and state politics.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By BEATRICE MILLER WISNER

AN unique candle-lamp is being shown by Lord & Taylor which combines the artistry of an early American candle stand with the modern use of electricity. This lovely novel candle-lamp is made of wrought iron, finished in Swedish black or steel. The arm is adjustable and has a candle fixture with an appropriately decorated parchment shade, and is priced complete at \$13.50. Those wishing an effective light embodying colonial spirit with modern usefulness, should be well pleased with this new and attractive candle-lamp.

In the glassware and china departments, Stern Bros., is showing beautiful dinnerware sets and decorated stemware at special sale prices. Lovely Limoges colored bordered dinnerware, of 106 pieces with coin gold edges and matt handles, open stock, at \$72.50, other sets of Old Abbey Limoges, with wide gold encrusted Greek key borders, clear white china with matt gold handles at \$105.00 for 106 pieces, and American porcelain sets, half matt handles at \$25.00, are some of the notable prices in the dinnerware offerings, and important opportunities for the hostess desiring to replenish her stock at this season. Goblets, high and low sherberts, cocktail and wine glasses, with gold encrusted borders at 75 cents each, are among the decorated glassware items which are also on special sale in the glassware section. In the department devoted to lamps and shades, many specialties in table, floor, boudoir and living room lamps, and ivy stands are among the attractions. Dainty bedlights of pleated georgine, trimmed with antique gold braid in various colors, priced at \$3.50 are lovely adornments for the boudoir, metal bridge lamps Spanish brass finish with fancy open work base and arm at \$3.50 appeal to the card lover, and pottery table lamps, of mirror black, rose or yellow, with georgette shade trimmed with two-tone ruch top and bottom, at \$16.75 will always find a fitting place in the morning room or library. Ivy stands of wrought iron with polychrome metal leaves priced at \$8.95 are attractively displayed in the department and are practical for growing plants or ferns and ornamental as well, making a delightful indoor or porch receptacle.

The beauty of the garden of American homes has been a close study of those who desire to materially add to the appearance of home grounds, and there is nothing more attractive than decorative garden equipment. Exceptionally fine garden furniture is offered by Wanamaker of crushed marble and crushed granite. Many items including bird baths, from \$12.50 to \$20.00 of old ivory or gray, bird baths from \$15.00 to \$22.50 of ivory or gray finish, garden benches with Greek figure supports from \$15.00 to \$22.50, garden seats from \$20.00 to

\$26.00, of curved old Italian design in gray or old ivory, flower pots, rose pattern from \$4.50 to \$7.00, sun dials, and many other ornate objects are among the delightful garden accessories which are making a stir with lovers of out-of-door adornments. In the housefurnishing department, electric appliances have a notable sale with inducements in many utilities at special price offerings, comprising electric heaters at \$6.00, for early spring when moderate heat is required, household irons at \$3.85, electric toasters at \$4.75, and heating pads at \$6.50. These are some of the excellent home necessities that housewives are anxious to procure while prices are low, also washing machines at reduction price, \$125.00, well finished in enamel; cleaners and many other useful electric articles that are making a loud cry to the busy shopper for use during early spring cleaning periods.

With the approaching warm weather, refrigerators have a special favor with painstaking housewives who are watching sales in order to take advantage of reduction prices. F. Loeser & Co., are offering a large stock of many types of refrigerators at low prices, from \$19.25 to \$50.75 according to size and make. New makes and models are introduced of excellent construction and finish, some with enameled food chambers and tinned wire shelves, patent automatic drip cup, and others of ash, varnish finish, food chamber lined with seamless white porcelain. These are excellent values and attractive in appearance.

Featuring the spring season, in a floral decorative window, Ovington, has struck a happy note in a most attractive setting with beautiful shell flowers artistically arranged in lovely pottery bowls, vases, and other flower receptacles. These shell flowers show a most realistic formation and coloring. Exquisite bright yellow and red roses, apple blossoms, cherry blossoms and numerous small early spring blooms are tastefully arranged in unusual colorful pottery containers, of red and yellow, orange and brown, and others of enticing shades. Lamps, torchiers, and occasional furniture serve to intensify the beautiful appearance of this seasonable window display.

Beautiful Royal Doulton, Crown Staffordshire, Wedgwood and Coalport china plates of exceeding beauty in design and pattern are being offered by B. Altman & Co., at from \$38.00 to \$365.00 a dozen. These are splendid examples of the lovely wares, exhibiting the unique splendor of the several importations, which are delightfully appropriate for any festive occasion where distinctive table service is appreciated.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO department stores this week were featuring 100 piece dinner sets of both imported and domestic make, competing with one another for the late Easter season trade. Mandel Brothers offered an array of attractive patterns in 100-piece dinner sets from Czecho-Slovakia, Bavaria and Japan, all priced at \$45, while some English semi-porcelain sets were sold at \$27.50. At The Fair 100-piece imported dinner sets were sold at \$39.50, with attractive border decorations and matt gold handles. Weiboldt's two stores had 100-piece semi-porcelain sets at \$32.60, and The Boston Store sold a quantity of imported sets ranging in price from \$32 to \$35, all special for Easter week. Thin blown crystal table ware in sets of six each at \$1.19 were also featured at the Boston Store.

The annual business report of Albert Pick & Co., issued last week, covering the fiscal year ending Jan. 31, showed the sales of the company to be the highest in their history, totaling \$17,025,466 as against \$15,214,512 for the previous year, or an increase of 11.9 per cent. The report showed a balance of more than one million dollars for dividends.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

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CHICAGO

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S. S. Kresge & Co. in the near future will erect a store at 11123 Michigan Ave. to cost in the neighborhood of \$80,000. This will add one more unit to the chain store organization's holdings in Chicago, which now include The Fair, one of Chicago's oldest and largest department stores. The site for the new building has been leased for fifty years at a term rental of \$250,000.

The T. A. McNichol Pottery Co. has reserved exhibit space in the Semi-Annual Housefurnishing show to be held at the Exposition Palace, American Furniture Mart, Chicago the last two weeks in June and the first two weeks in July. Six manufacturers of dinnerware exhibit permanently in The American Furniture Mart Building, which is visited semi-annually by seven to eight thousand buyers from retail furniture establishments throughout the country. The Housefurnishing Exhibit is held during the Furniture Market and occupies the main floor of the big Mart, where the items of housewares may be found.

The Apex Household Mfg. Co., 3241 W. 30th St., was incorporated recently with a capital of \$50,000, for manufacturing and selling washing machines and other household appliances. The owners of the company are Glendale Morgan, J. R. Davidson and Lee Ming.

The Roseland suburban section is to have a larger department store, according to plans announced last week by the Peoples Store, for the erection of a five store addition to their present department store. The addition will be 50 x 160 feet and will cost \$350,000 and will increase the value of the store property to \$800,000.

Five furniture stores were incorporated last week in Chicago. All of these were in outlying sections and are evidence of the growth of the neighborhood business. The stores are Model Furniture Co., 2022 W. Madison St.; Sibilano Furniture Co., 1014 S. Halsted St.; Phil Wolf Furniture Co., 2425 W. Division St.; Alliance Furniture Co., 1727 W. Chicago Ave.; Strauss Furniture Co., 6357 S. Ashland Ave. All will do a retail business in furniture and housefurnishings.

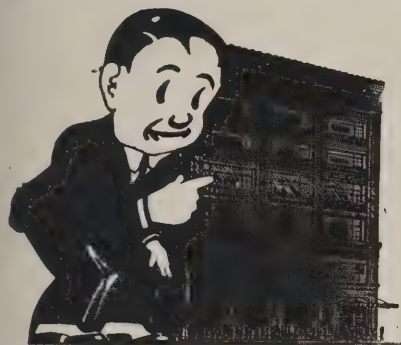
Conrad Reiche, who visited Chicago and the other principal cities of this country during the past six weeks in the interests of Hewel & Co., Berlin, Germany, sailed for Europe on April 1. He has made arrangements for the representation of his lines of pottery, china, ruby glass and gallilith novelties in this country with G. E.

(Continued on page 31)

CHICAGO

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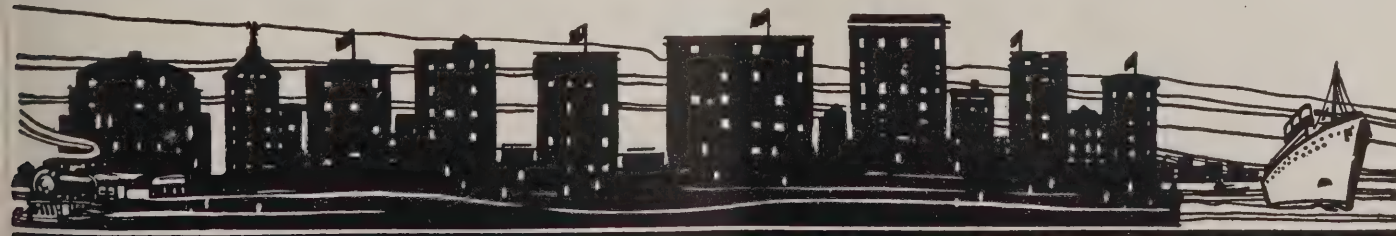
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255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

Statement of Ownership

Statement for April 1, 1925, of the ownership, management, etc., of the CROCKERY AND GLASS JOURNAL, published weekly at New York, N. Y., as required by the Act of August 24, 1912.

County of New York, }
State of New York, } ss.

Before me, a Notary Public, in and for the State and County aforesaid, personally appeared F. Calvin Demarest, who, having been duly sworn according to law, deposes and says that he is the business manager of the CROCKERY AND GLASS JOURNAL, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations to wit:

1. That the names and addresses of the publishers, editor, managing editor and business manager are:

Publisher, Demarest Publications, Inc., 45 East 17th St., N. Y. City; editor, Helen E. Jones, 45 East 17th St., N. Y. City; managing editor, Helen E. Jones, 45 East 17th St., N. Y. City; business manager, F. Calvin Demarest, 45 East 17th St., N. Y. City.

2. Owners, Demarest Publications, Inc., 45 East 17th St., N. Y. City; F. Calvin Demarest, 45 East 17th St., N. Y. City; J. Cleveland Demarest, 543 Madison Ave., N. Y. City; Clarence Kimball, 115 Broadway, N. Y. City.

3. Known bondholders, mortgagees, and other security holders holding one per cent or more of total amount of bonds, mortgages, or other securities, none.

4. That the two paragraphs next above giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stock holder or security holder appears upon the books of the company as trustees or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him.

F. CALVIN DEMAREST.

Sworn to and subscribed before me this 1st day of April, 1925.
WALTER A. LARGE, Notary Public, Kings County, No. 166.
Kings County Clerk's No. 166, Reg. No. 6184.
N. Y. Co. Clerk's No. 386, Reg. No. 6317.
Commission expires March 30, 1926.

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FRUIT AND FLOWER BOWLS
CANDLESTICKS, VASES
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in beautiful colored glazes and

FAMOUS MOSS AZTEC FINISH

THE ZANE POTTERY CO.

South Zanesville, Ohio

New York Office, 16 West 23rd St.

Glass Factory Activities

(Continued from page 24)

over \$100,000 to the McLure Hotel Friday night of last week.

The trade here has learned with regret of the accidental shooting, and ultimate death of his home at Lancaster, O., of L. P. Martin, aged 48 years, of the Lancaster Glass Co., who for many years was in charge of the exhibit of this firm at the annual sales exposition at the Ft. Pitt Hotel here. Mr. Martin was cleaning his revolver and it was accidentally discharged while he was so engaged. Over a year ago the Hocking Glass Co., obtained control of the stock of the Lancaster Glass Co., and Mr. Martin continued with the Hocking Company, and in charge of the Lancaster plant. Mr. Martin was a cousin of Edward T. Lewis of East Liverpool, whose large furniture store there was destroyed by fire the night of Feb. 21.

The Bonita Art Glass Co., formerly operating at Wheeling, W. Va., whose plant was destroyed by fire, has placed its new decorating plant at Huntington, W. Va., in operation. The company proposes to make extensions to its art line over the list it formerly catalogued. The Wheeling plant of this company was destroyed by fire last fall, and instead of rebuilding, an arrangement was made whereby the business of the company would be removed to Huntington.

It is announced that the Hires-Turner Glass Co., Philadelphia, Pa., has completed arrangements for the establishing at Baltimore, Md., of a warehouse and distributing station.

Glass factory dealers here have been informed that L. M. Samuels, 300 East Courtland street, San Antonio, Texas, has formed the Samuels Glass Co., with a capital stock of \$60,000.

The Borough Furniture Co. was recently incorporated in New York City at \$25,000. Incorporators are J. & P. Fisher and A. Weisberger.



LATEST Ceramic Material Price List No. 25

Have you a copy?

Roessler & Hasslacher Chemical Co.
NEW YORK

What the Potteries Are Doing

(Continued from page 23)

are of course in heaviest movement, although the old fashioned Rockingham teapots are also in rather fair request. The production of this line hereabouts is holding up well, all things considered, and the distribution is over a rather wide territory. Many department store buyers are making a special drive on nested bowls at this season of the year, and because of this fact more or less new business is in constant receipt.

Plans for the construction of the new plant of the Steubenville (O.) Pottery Co., which is to be erected on a site north of Steubenville and overlooking the Ohio River are rapidly taking shape. Excavating and erection will begin at a very early date. Contracts for some parts of the improvement program have been awarded. There will not be any tunnel kilns in this new shop, but all other modern pottery equipment will be installed. The new shop may be ready for operation during the coming fall.

With one or two exceptions all salesmen for local potteries are now on the road, the force being distributed practically all over the country. The salesmen are about to close their first trips around their territories, and when they return home, they will again return to the road perhaps in May.

Plant operations in the Sebring, O., district are on a very fair basis, and in some instances production capacity is being increased by manufacturers erecting tunnel kilns. Sebring plants are in rather active operation, considering the general condition as it now prevails in the general ware trade.

George T. Bratt, western salesman for the Edwin M. Knowles China Co. who has been spending two months traveling over his territory has returned to the home office.

The Chicago Market

(Continued from page 28)

Coffman, 237 S. Wells St., Chicago, and Ruth & Tiedeken of 16 N. Sixth St., Philadelphia. Samples will be on display in Chicago and Philadelphia about July 1.

Crockery, hardware, leather goods and general merchandise will be dealt in by the South Chicago Leather & Mercantile Co., 8707 Commercial Ave., Chicago, according to their papers of incorporation filed last week in the State of Illinois. The business is owned by Harry K. and Henry E. Brown and Jack Robinsin.

Following the recent changes in the ownership and management of the Becker Ryan Co., operating a department store at Sixty-third St. and Halsted, it became known last week that the company now plans the erection of a new building to cost not less than \$400,000. The building, however, will not be erected for several years.

Mail order houses continued to do a good business during March despite the drastic losses in the prices of grain during the past month. Montgomery, Ward & Co. report that their total sales for March were the highest on record for that month, being nearly \$2,000,000 larger than the corresponding month last year and more than \$3,000,000 ahead of the previous month, February of this year.

Picture Style Window

A pleasing way to display merchandise of high quality or rare beauty in your window is as if it were part of a painted picture. You can easily do this by obtaining a large gilt picture frame and attractively draping velvet or other colored cloth over a shelf back of it. Place merchandise on the shelf and the display will resemble a painted picture. Care should be taken to use cloth which will contrast with color of merchandise. By changing the displays, cloth and location of frame this display can be used effectively at different times during the year.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iders-tine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
Royal Worcester China, John Maddock & Sons, England, Allerton's Line Earthenware and China, Price Bros' Teapots, Wileman & Co., China.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-brac.

B. TOMBY, 20 West 23d St., Representing:
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
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BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Aibemarle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

The Fifth Avenue Building



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Pottery Glass China
Metal Goods and House-
wares Trades

PAUL A. STRAUB & CO., 105-107 Fifth Ave.
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ROBERT SLIMMON & CO., 96 to 102 Church St.
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal All Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.
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Vol. 100

April 16, 1925

No. 16

AS THE EDITOR SEES IT

SCARING THE PATIENT

SCIENCE to-day recognizes well the dangers of too concentrated introspection, to the physical as well as mental well being of individuals. Self analysis, of the wrong type and in too prolonged and misguided quantities is the malicious cause of self distrust and the too frequent "inferiority complex" which the Freudians talk so learnedly about, and which is a actual detriment to constructive and consistent activity of any sort. This holds good in the case of individuals and in the world of social and business intercourse as well. A thoughtful editorial in one of the well known daily business journals brings this out clearly under the caption "Scaring the Patient."

It says, in part, wise physicians are well ware that it is perfectly possible to frighten a patient into an illness that may be a good deal worse than the one he has or imagines himself to have. Some of them, therefore, keep back the real meaning of symptoms, while others make reassuring statements which are calculated to soothe the mind of the sick man, and sometimes do have the desired effect.

SOMETHING like this situation exists at the present time in business. The business world is in a position which resembles that of the morbid patient who has "messed about" for a long time with nauseous doses of one kind or another and has scared himself into a condition of hypochondria. Business forecasters and "economists" have pestered the community to death for months past with their analyses of the pres-

ent condition of trade and industry, the probability of future "recession" and the nature of difficulties to be encountered in connection with money, banking, credit and foreign loans.

THERE ought to be an end to this whole morbid psycho-analysis of trade and industry. As a matter of fact there is nothing seriously the matter with business. It is doing very well in the matter of production. Money rates are low and likely to remain fairly low; foreign demand is at least respectable, and in most branches of trade there is every reason to expect a fair output and a reasonable demand for the goods.

THE business world is in a substantially sound and healthy condition, with no particular reason to say much about it and certainly no call for the issuance of bulletins by councils of consulting specialists. The fewer the public and official bulletins, the more each patient is left to himself to follow the instructions of the attending physician and work put his own salvation, the quicker will he be restored to a normal state of bodily and mental health. The more the patients are allowed to watch each other's symptoms and inquire into the causes of their own and each other's troubles the longer time will be required for the cure. The tendency in the business today seems to be a continuous and persistent watching of every one else, a questioning of every one as to what is the trouble, not a following of the rules of common business sense which Dr. Experience has perscribed.

The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER XVIII—DECORATIONS: THE DEVELOPMENT OF COLORS

BEFORE explaining the differences between underglaze and overglaze decorations a simplified statement is in order of the colors upon which both styles of treatment must depend.

It is impossible to say when the first colors consisting of metallic oxides were used in the pottery industry. It was probably the result of some accident. The accident proved successful in revolutionizing the industry, for the simple reason that metallic colors are about the only kind that can stand the high temperatures needed for hardening the ware. All organic or vegetable colors will not prove permanent as they undergo alteration in the firing. The metallic oxides, however, did not come into their own as giving a wide range of acceptable ceramic colors until the science of chemistry had made progress enough, about two generations ago, to analyze and purify the pigments and later develop as a science the technology of colors.

The colors used in underglaze decorations must withstand a much more intense heat in firing than those for overglaze ones, since the burning must be hot enough to set the glaze as well, whereas with the overglaze colorings the glaze has already been hardened on. In consequence a number of the metallic colors are not strong enough to withstand the underglaze heat. Those which will best stand the strain are as follows:

Cobalt oxide for blue; cupric oxide for greenish shades; manganese oxide for brown and violet; iron or ferric oxide for red, yellow, brown and with cobalt for black; antimony oxide for yellow; chrome oxide for red and pure green; nickel oxide for brown, uranium oxide for yellow; platinum and iridium for gray and black and tin oxide for pink. Inasmuch as the underglaze colors when used for printing are to be applied to the biscuit ware they cannot be mixed with water. This makes it necessary to use an oil to moisten the colors and the oil must be one that can be driven off by heat prior to the ware being glazed, otherwise the oil would throw off the glaze and the pottery would become defective.

It will make it clearer if the process of preparing the widest used underglaze color (blue, such as in blue willow) is discussed.

THIS is the eighteenth chapter of a simplified presentation of pottery in the making, written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

Cobaltic oxide produces pure blue from the palest to the darkest shade. While this color could be prepared from combining the elements of cobalt and oxygen, the expense of the task would be too great as there are always so many other metals present in combination with the cobalt which can only be eliminated with considerable difficulty. Either chloride or nitrate of cobalt is dissolved in water and mixed with caustic soda. A precipitant falls to the bottom which is dried and repeatedly washed. The residue is then calcined in a crucible to drive off all impurities and the deep black powder remains known as pure cobalt oxide.

The three oxides which resist change best under high heat are in their order, cobalt oxide, chrome oxide and ferric oxide. Out of the various oxides the underglaze potter obtains a sufficient variety of shades by combinations of colors which his experience dis-

covers. By carefully preparing and applying them as shown in the next chapter he can bring out sharp definiteness of outline in his design (known as "prints") or, by the production of acid fumes in the kiln when firing, he can cause certain of the colors to flow into the glaze. By this means, the Floro blue designs have become well known in the trade; but the reason they cost more usually than the prints is the greater loss that is suffered by the potter in their production through a greater percentage of defectives from the firing.

Overglaze or onglaze colors are also formed from metallic oxides by many combinations of the various metallic oxides with red lead, borax, lime, potash, alumina and silica, producing fluxes of every variety of tint and with a brilliancy that sometimes gives them the name of enamels. The multiplication of colors found in this branch is due to the lesser degree of heat required by the enamel kiln. As an instance, in the underglaze work cupric oxid is used for a green design but in the overglaze work a delicate turquoise is obtained by mixing the cupric oxide in a flux that contains soda and lead. By substituting lead for the soda in the flux the cupric oxide gives a bottle green while if chrome is added a soft apple green results. An example of a common flux which is mixed with overglaze colors is red lead three parts by weight, borax two

parts, and flint one part. These materials are melted into a frit in special kilns. When cooled the frit is finely ground and thoroughly dried into an impalpable powder, then mixed in the proper proportion with the metallic oxide that produces the color. It should be noted that with the onglaze decorations the color actually sinks into the glaze and becomes a part of it without losing its distinctness. This is done by heating the decorated ware in what is known as a muffle kiln to a temperature just sufficient to resoften the glaze and incorporate the color with it.

Space can only be taken for describing the development of but one of the numerous overglaze colors.

Pink or coral red—Lead acetate is dissolved and mixed with a solution of potassium bichromate so long as a yellow precipitate continues to form. This is known as chrome yellow and is boiled with a solution of caustic soda, which forces it to give up a portion of the chromic acid and converts the yellow color in the new compound from a pinkish to a fiery coral red. The mixture is allowed to settle and the sediment is boiled with water, washed and dried, becoming a dense powder. The powder is then mixed with an equal amount of readily fusible lead glaze and when applied to the porcelain shows up, according to the strength of the chromic acid left in it, as a soft reddish pink suitable for a rose petal, or a fiery coral red fit to use as an enamel for a brilliant tulip design.

Buyers in New York

APRIL 9, 1925

E. Levy, silverware, Kaufman & Baer Co., Pittsburgh, Pa. 404—4th Ave. (J. Fleishman)

APRIL 10, 1925

Wm. Ellison, leather goods, silverware, jewelry, toilet goods. Wm. H. Block Co., Indianapolis, Ind. 463—7th Ave. (S. M. Goldberg.)

L. Arnstein House-furnishing goods. Ed. Schuster & Co., Milwaukee, Wisc. 105 Grand (Jay & Co.) imperial.

APRIL 13TH, 1925

E. F. Ochs, house-furnishings, silverware, china, Miller, Rhoads & Schwartz, Inc., Norfolk, Va., 432 4th Ave. (D. G. Union).

APRIL 14TH, 1925

Miss M. L. Lensenhuber, jewelry, silverware, J. N. Adam & Co., Buffalo, N. Y., 17 E. 39th St. (Associated D. G. Corp.), 3rd floor.

D. O. Conklin, silverware, leather goods, jewelry, Rollman & Sons Co., Cincinnati, Ohio, 38 W. 32nd St. (Littman & Storch).

Miss E. Hedges, shell goods, jewelry, Hall Bros. Co., Cleveland, Ohio, 220 5th Ave. (F. Atkins).

APRIL 15TH, 1925

H. E. Kline, chinaware, toys, housefurnishings, Watt & Shand, Inc., Lancaster, Pa., 432 4th Ave. (D. G. Union).

R. W. Nevins, chinaware, housefurnishings, Meekins, Packard & Wheat Co., Springfield, Mass., 432 4th Ave. (D. G. Union).

C. M. Koontz, leather and toilet goods, jewelry, silverware, notions, Lansburgh & Bros., Washington, D. C., 128 W. 31st St. (American Retailers Assn.).

W. Spellman, housefurnishings, John C. MacInnes Co., Worcester, Mass., 432 4th Ave. (D. G. Union).

Retail Store Sales Gain in March 5.5 Per Cent

Sales at 523 retail stores which made preliminary reports to the Federal Reserve banks from all sections of the country were 5.5 per cent larger in March than in the same month last year. Increases occurred in all Federal Reserve districts, but were largest in the Kansas City and Dallas districts, where they amounted to 17 and 13 per cent, respectively. In March, of last year, however, the volume of trade at retail stores was unusually light because of the lateness of the Easter buying season, together with the prevalence of unseasonably cold weather throughout most sections of the country.

Of the total of 523 stores currently reporting, 332 showed larger sales than last year and 191 reported a smaller volume of business. Approximately 50 more stores reported in March than in February and the number was larger in all Federal Reserve districts, except in the St. Louis and Minneapolis districts, where the number of reporting stores was smaller, and in the Dallas district, where the number was the same as in February.

Percentage changes in dollar sales between March, 1924, and March, 1925, are shown in the following table:

Districts	No. Stores reporting			Per ct. of inc. or dec. compared with Mar., 1924
	Total.	Inc.	Dec.	
Boston	61	35	26	3.5
New York	59	28	31	4.9
Philadelphia	94	57	37	4.3
Cleveland	37	20	17	3.5
Richmond	52	36	16	7.7
Atlanta	36	25	11	6.3
Chicago	64	46	18	4.8
St. Louis	18	11	7	6.5
Minneapolis	14	8	6	5.1
Kansas City	24	22	2	16.6
Dallas	13	12	1	13.3
San Francisco	51	32	19	6.7
United States ...	523	332	191	5.5

The Poet's Contest



CONTEST creating much interest and mirth can be developed by offering inexpensive useful gift articles for every limerick written by a customer, which is found suitable for publication in your advertising space in local newspaper.

Your customers and prospects are to write a limerick about your store. A limerick is a stanza 5 lines long constructed along similar lines to the following:

There was a young man from Gath
Whose legs were as slim as a lath
I'll trade said he
At the F and D
And get me soap for a bath.

Jazzing Up the Turnover of Small Kitchen Specialties

BY ERNEST H. BENNETT



ON this day and age when the outstanding slogan is "Efficiency," the housewife is not one step behind her provider nor is the bachelor girl one iota in the rear of her masculine prototype. Nor must man take to himself the credit of inventing all the up-to-the-minute labor saving devices used in the executive end of a well regulated household.

Many of the helpful aids being used in kitchens today have originated in the brains of resourceful women. Only last month was our aid sought by a clever woman who has invented a dripless sink strainer. Trust a woman to think up some contrivance that would do away with the nuisance of dirty drips falling on a clean kitchen floor while carrying the orts of the sink to the garbage pail.

While on the subject of sinks, an unpleasant subject usually though a necessary evil for a kitchen, brushes and scrapers or shovels to clean up the refuse, are made in great variety and it may interest our readers to know how the opposite sides of the globe are brought together in the simple sink brush.

Those of you who sell the well finished one with white bristles and pure white enameled handles, very sanitary looking tools, may know that the white fibre bristle come from Mexico. In fact they are made of what is known as "Tampico" a fibre secured from a certain cactus leaf or pad grown in Mexico.

The coarser brushes for sinks, with the very stiff brown bristle, are made of "bassine" which is a product of India. "Bassine" is taken from the inside of the bark of a tree and has to make a half circle of the globe before being added to the holder and handle and thus fitted for the dainty kitchen-maid's use.

As quality in such items is a prime essential, it is well to see that the bristles, whether of Tampico or bassine, are well secured within the ferrule or holder. If they are glued in, hot water will soon loosen them, even those which are secured with pitch and last much longer than the glued variety are not so effective as those made with the bristles doubled over with a wire securely holding them in place, over which the ferrule or holder is clamped on with high pressure, thus making doubly sure that the brush part will stay put.



ONE article for sink use has a brush on one end and a most useful little shovel the other. Here is something practical. Have any of you ever

in the absence of your wife or maid, tried to clean a sink that has in it tea leaves, coffee grounds or other like refuse? If you have you can readily see how useful that shovel end of a sink brush is, and that knowledge will make you a much better salesman of the brush and shovel combination.

While on the brush topic, we must not forget those made with long 9 inch wire handles especially made for cleaning toilet pans. These are most necessary tools for those desiring utmost sanitary conditions in the house.

Sink strainers come in varied shapes and styles from the wire mesh one to those made of pressed steel and perforated and finished in sanitary white enamel. It always has seemed to us in our limited kitchen experience that all sink strainers should have some anchor or contrivance to make them stay where you want them. They seem to have a way of wandering all over the sink and refusing to stay in one corner. Therefore those that do have wire clamps or hooks whereby they can be attached securely to the side of the sink in our opinion are most excellent kitchen utensils. Add to this a dripless quality one would think that perfection in this device has been attained.



IN the little essentials that go to round out complete kitchen outfits, the general tendency today is to secure something lasting rather than anything cheap. Articles that have a well known name or advertised brands behind which is the reputation of years for quality are today in demand.

The simple can-openers can be secured at 10c each retail, and hundreds of thousands of them are sold, yet there is a great sale and demand for others retailing at twenty-five and fifty cents each, and it is a foregone conclusion that the latter are after all the better investment. Now we hear of a super can opener soon to be launched on the market to retail at one dollar each.

The same may be said of cake turners, mixing spoons and other stamped goods. Quality after all is more appealing to the conservative than price, and more economical.

Egg-beaters have for years been selling at ten cents to twenty-five cents, yet today there is a great demand for these articles at fifty cents to a dollar and a half, owing to the improved construction and more attractive finish.

Ice-picks are made in a multiplicity of shapes and styles, from the plain sharp needle point ice-picks to the stamped steel ones with the row of sharp teeth known as ice-chisels.

In this class of merchandise the housewife naturally wants a good looking one, and one of the needle point variety with a nice ebonized handle, having a heavy steel cap, highly nickel plated with a well polished pick, makes an immediate appeal to the housekeeper who prides herself on her kitchen equipment. This sells for a quarter, but others finished in cheaper matter can be retailed at fifteen cents

The old fashioned steel upon which knives have been sharpened for generations is receiving a severe jolt these days and its nose is seriously in danger of being put out of joint. The knife sharpeners with the steel discs seem to be making great inroads into the steels' domains. Although one can hardly imagine the pater familias retiring into the kitchen each time his knife gets dull, when carving a roast of beef for a large family it is astonishing how often a blade needs a few strokes of the steel to restore its keen edge. There is something in the beef juices that quickly dulls a knife edge.

In this item as all others, quality will eventually maintain and the manufacturer who finishes his products well, uses only the finest steel for his discs and presents an article that looks the value, will eventually rule the market and his goods will be known as the standard.

There are on the market so many of these new sharpeners that it is with difficulty that we recall them. There are some with only two discs, others with four, six, eight and ten. Those with the greater number are said to be more efficient as there is greater span of surface for the knife to travel over, and the action of the discs which are all at a slightly different angle, makes the cutting edge of the knife keen and clean with no wire edge. By wire edge is meant a rough and uneven edge apparent to the naked eye and which can be bent over easily with thumb or finger.

There is as much variation in the quality of these articles as there is in any other merchandise. In the first place a buyer should compare the discs for these are the sharpening agents and see that they are clean, well polished and finished on the sharpening edge or periphery. The steel should be tested and carefully scrutinized. Some are beautifully enameled, that is the frame for holding the sharpening contrivance come in many different colors, but white enamel seems to match the kitchen best. Others are finished in a cheaper manner, but all of them are good value for the money asked and if some sell at a quarter, you may be sure you are only getting 25c worth, while others selling at 50c assure you of half a dollar's worth of satisfaction and the dollar ones are the super goods and the goods upon which your reputation is made. No merchant ever made a lasting reputation on his special sales, but rather on the staple goods he sells and the service he renders.



NIVES to be sharpened must first be possessed and that brings us to the point of how many and what kind of knives does the good housewife need in her kitchen. Here is the dealer's opportunity to do some good for himself and show his customers how many knives are made for her convenience.

They are made in the ordinary carbon steel and stainless steel and it is needless to say that the up to date matron with the right kind of pocket book will equip her kitchen throughout with this variety. Still the ordinary steel knives are made so well and so cheaply that any housekeeper can afford a good equipment. The cheapest paring knife can be retailed at 5c but the better type highly polished with coco bolo wood handles that sell at 10c, 15c and 20c give the better satisfaction. Some of stainless steel and with rubberoid handles are good value at 20c and 25c each. One bread knife at least is an essential and they are made in many varieties. The long blade with a wavy edge seems to be quite popular.

At the factory where they are being made a salesman in the line was getting a pointer or two and saw a foreign workman feeding blades into a slot that held them on the grindstone to put the final edge on when the salesman asked him if he did anything besides that and when he would be finished, in his broken English said "I don't know, let's ask the superintendent," when the question was put, the "Sup" said "Let's see, you say you've been doing that one job for twenty-five years, well, at the rate the population has increased, during the last quarter of a century, I should judge that you won't be finished for forty-five years more yet, and in the meantime we'll have to get some one to help you."

The bread knife with a serrated edge, illustrated, is perhaps the best of its kind on the market, it cuts "coming and going" with fine teeth and makes a clean cut without crumbing at all.

A six or eight inch butcher knife is a necessary kitchen aid, as also is one of the thin bladed slicers, a carver, carving fork with a shield and a steel cooking fork.

So you see that you can make up quite a nice little order for kitchen cutlery. It might be well to tell your customers to what infinite pains a manufacturer goes in order to turn out a well finished product and the number of operations that one knife has to undergo from the time the sheet steel arrives in the factory;—First it is stamped out, then ground, after that tempered, the handles are fitted and rivetted on and in some cases six rivets have to be hammered home and clinched. And the final operation is the complete polishing, making the knife as you receive it plus the wrapping and boxing. So that eleven operations are necessary, the knife going through the hands of eleven different workman before it arrives for the twelfth, which is the packing ready for shipment.

But prior to the wrapping, we omitted to mention, is the testing. Every knife goes through a testing

or bending process so that should a blade with a flaw be finished this final inspection detects it and it is discarded. The heavy and higher class knives are made from forged steel not stamped.

After the meal the dirty work comes in the kitchen and it is here where inventors' minds have been at work to help the kitchen maid. Pots and pans must be cleaned, but this task has been made light. There are numerous pot and pan cleaning devices including Mystic Mits, the Chore Family and the Friction-tangle as well as many imported ones. They all do the work, some do it better and last longer, while others are cheaper, but they are absolute necessities for a well regulated kitchen. Steel wool too is used for the same purpose and is put up in special packages under different brand names.

Mellon Indorses Campaign Against Credit Criminals

Secretary Mellon in a message to the National Association of Credit Men who met recently at a conference luncheon at the Aldine Club, strongly endorsed the campaign which they are launching against credit criminals, who, according to official statistics, are annually robbing the country of hundreds of millions of dollars.

The conference of New York Credit Men completed the organization of their forces for the drive to raise a fund of \$500,000 with which to fight credit crooks, the quota which the New York Association has undertaken as its share of the national fund now being raised in various cities of the United States.

Urging the support of the entire business community and calling attention to the fact that losses from credit crime are affecting our whole business structure, the message from Secretary Mellon has spurred the workers in the campaign to greater effort. It was read by William J. Fraser, of J. P. Stevens Company, chairman of the campaign.

"I am glad to know," said Mr. Mellon's letter, "that you are about to undertake a more vigorous campaign for the investigation, detection and prosecution of credit frauds and credit crooks.

"It is of the utmost importance that the people of the country be protected against commercial crime. In addition to the very large amount which is lost each year through fraudulent investments, an even more serious aspect of the situation is the undermining of public confidence and the consequent injury to the credit structure. The National Association of Credit Men has tried to keep credit on an honest basis and is deserving of the support of the business public in the effort which it is making to eradicate fraud and thus to preserve the stability of the credit structure of the country."

Good Way to Develop a Store

Every person who enters your store to buy hopes to get just a little more than he pays for says *Northern Furniture*. If a woman gets more than she is pay-

ing for, without expecting it, she will soon pass the information along to her friends, and her family circle will also become boosters for the store.

Never juggle with your prices, however. That's not the way to develop a store and make it successful. The best way is to first find your costs accurately, fix your prices equitably, and give your customers such a full measure of Service, Kindness and Helpfulness that they will not only pay your price willingly but return with friends when they want the kind of merchandise you sell.

"Win men's hearts and you have all men's hands and purses" is an old Spanish proverb, it may be useful to remember.

Gimbel Sales Last Year Reach New High Record

Record breaking sales, amounting to \$102,110,801, and net profits of \$6,032,363 before provision for taxes, are reported by Gimbel Brothers, Inc., for the fiscal year ended January 31, 1925. Net profits for the previous year were \$8,328,645 and after provision for Federal taxes they were \$5,482,363, contrasted with \$7,378,645 in 1923.

The surplus available for the common stock from last year's earnings was equivalent to \$7.04 a share, the report showed, compared with \$10.37 a share earned the previous year.

The company's January 31 balance sheet showed current assets valued at \$37,307,511, compared with current liabilities of \$11,264,182. Current assets at the end of the previous year amounted to \$33,935,687.

Isaac Gimbel, president of the company, told stockholders that the year 1925 started off with new high record sales for February.

Prices Average 160.6% of the Pre-War Level, Irving Fisher Reports

Prof. Irving Fisher, of Yale University, announces that last week's prices averaged 160.6 per cent of the pre-war level. The purchasing power of the dollar was 62.3 pre-war cents. Crump's index number was 158.1.

Index numbers of the five weeks ending March 21st follow:

	Fisher.	Crump.
March 21	162.2	158.9
March 14	163.4	160.7
March 7	164.1	161.7
February 28	163.1	161.7
February 21	162.3	161.6

S. S. Kresge Changes

S. S. Kresge has been elected chairman of the board of S. S. Kresge Company, C. B. Van Dusen becoming president. According to a Detroit announcement R. A. Bell was elected to the board, succeeding George H. Burr.

UNIQUE OPPORTUNITY

for a

CHINA AND GLASS SALESMAN

Nathan Straus & Sons
INC.

SUCCESSOR TO L. STRAUS & SONS

ESTABLISHED 1866

119 Fifth Avenue, at 19th Street
NEW YORK CITY

carrying the largest stock of imported open-stock dinnerware of any house in America require the services of a salesman of at least 10 years' experience in selling imported dinnerware, and china and glass giftwares. Only applicants who have proven ability to produce big results will be considered.

Address Dept. 9, Nathan Straus & Sons, Inc.





**MAYER
CHINA**

VITRIFIED HOTEL WARE

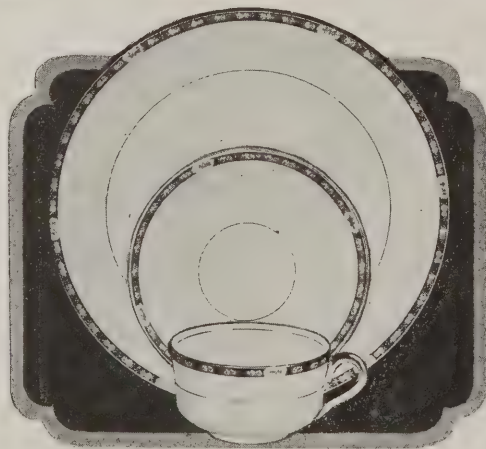
ROUND EDGE THICK
PLAIN WHITE DECORATED

FOR

HOTELS HOSPITALS
CLUBS CAFETERIAS
RAILROADS-STEAMSHIPS
RESTAURANTS

THE MAYER CHINA CO.
BEAVER FALLS, PA.

*National
Quality*



Ravenbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

D. King Irwin, 200 Fifth Avenue, New York	E. J. Niekey, 204 Grand Ave., Milwaukee, Wis.
F. A. Miner, 5 Prospect St., Rochester, N. Y.	E. E. Whigus, 10 High St., Rms. 301-4, Boston, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.	

The National China Co.
Salineville, Ohio

Costly Competition

The most costly form of competition with which every industry has to contend, the Department of Manufacture of the Chamber of Commerce of the United States has found, is ignorance. This is disclosed, for example, in quotations to the government for supplies of every description. These force the manufacturer in nearly every line of industry to the pessimistic conclusion that some of his competitors have little or no idea of costs, for at one time or another offers are made at prices lower even than the cost of materials.

In its study of cost accounting the Department of Manufacture of the National Chamber has, in the course of five years during which it has come in contact with representative executives of various industries, discovered that this is a general condition. Legitimate competition is a spur to greater effort, but ignorance is an unknown quantity against which there is no defense.

"The chamber is convinced," it says in a statement of the problem, "from its study of successful movements in uniform cost accounting that the elimination of uninformed disastrous competition comes from the development of uniform cost accounting for a line of business and from the adoption of these uniform methods in the accounting systems of its individual members. There is an evolution in many industries going on now that proves the truth of this statement. The printers, the cotton finishers, the malleable iron founders, the tent and awning makers, the newsprint manufacturers and the knitted underwear manufacturers are some of the groups that are reaping the benefits.

Calendar of Store Events



PASTE a large calendar sheet of the month in the center of a 22½ x 28½ sheet of cardboard.

Use red ink and brush to encircle important dates in your store activities, then draw a line in red ink from the circle to outer margin. In margin at the termination of line, letter the name of the activity on that date, viz.:

April 6th—Special Monday Sale,

April 17th—Mothers' Discount Day,
etc.

Then place card in prominent position in show window.

Bringing You Proof

Want to find if people read your advertising? Just insert a trick ad with glaring mistakes of history in the copy. For example:

"When Thomas Jefferson said, Give me Liberty or Give Me Death in New York City on July 4, 1776, the people of the United States, etc."

The letters, telephone calls and personal calls you will receive correcting your incorrect statements indicate to you that the people were following your advertisement.



CAUGHT IN THE NEWS NET



AMONG the passengers of the *S. S. de Grasse*, Wednesday, were Louis Reizenstein of Chas. Reizenstein & Sons, Pittsburgh, Pa., Mr. and Mrs. Frank Martin of Martin's Detroit, Mich. and Louis Cruvillier of Alfred B. Gunthel, New York who are en route to Europe. Charles Reizenstein who was in New York to see his father off left for home Wednesday night.

Ernest Nickel, vice-president and treasurer of the United States Glass Co., Pittsburgh, Pa. stopped at the New York office of that concern on Tuesday for a hurried visit with E. Craig, New York representative, on his way home from a ten days' trip to Havana, Cuba. Mr. Nickel left for Pittsburgh Tuesday night.

An interesting method of demonstrating to salesmen how glassware will look in actual service was used by the Monongah Glass Co. who recently gave a dinner to their salesforce the Fairmont Hotel, Fairmont, W. Va. Twenty-two guests were entertained at three tables. Each table was set throughout in a different design of glassware, one showing the "Primrose" pattern, another an etched rose pattern and the third a floral cut design.

The sympathy of the trade is with R. D. Otto, representative of the Wheeling Decorating Co., Wheeling W. V. in the death of his fifteen weeks old son, Dick, who died suddenly on Saturday morning April 4th.

Walter I. Gollob of the Chinjap Co., Inc., New York, who is resident buyer for this concern with headquarters at Shanghai, China, is expected in New York on the twenty-seventh of April after a sojourn of six months in China where he has been looking after the purchase of many beautiful lines of Chinese pottery and art goods.

F. J. Peters, president of B. Tomby & Co., New York returned from Europe Saturday where he spent a considerable time in Germany visiting the factories which the concern represents in this country.

Information reached us last week to the effect that the loss incurred by the McLure Hotel, Wheeling, W. Va., by a fire on April 3rd was over \$100,000. This was evidently misinformation as the proprietors, McLure Bros., state that the hotel was not closed at any time during the fire; the loss was small and conditions in the hotel are just the same as before.

F. G. Holden of the china and glass department of

John Wanamaker, New York, was confined to his home for a few days this week by a slight illness.

Frank W. Merry, president of the Indiana Glass Co., Dunkirk, Ind. was expected to reach New York on Thursday of this week for a few days' conference with the company's New York representative Horace C. Gray Co.

Frank P. Judge, of the National China Co., Salineville, O., arrived in New York, Wednesday, for a two days' conference with D. King Irwin, New York representative of the concern.

H. J. Smith, of Phillips, Thistle & Smith, Inc., New York, left early this week for Boston, Mass., where he is showing the lines of the Smith-Phillips China Co., and Seneca Glass Co., at the United States Hotel.

George J. Higginson, with Johnson Bros., New York, left April 13th on a short trip through Pennsylvania, Washington and Baltimore. He expects to return about April 24th.

R. H. Yarwood, china and glass buyer for Beir Bros., Niagara Falls, N. Y., arrived in New York Sunday on a buying trip of four or five days duration.

John Aldrich, manager of the china and glass department of James McCreery & Co., New York, will reach home Friday on the Muratania after a three months' buying trip in the European markets.

L. G. Gasper, buyer of china and glassware for John Wanamaker, New York returned on Saturday from a three months buying trip through European centers.

Miss Elizabeth Hodgins, head of Hodgins Co., Buffalo visited the New York market this week.

Leo Sullivan, with the Dohrman Commercial Co., arrived in New York Monday, from the Coast.

The Puritan Lamp & Shade Co., Inc., is a recent Boston incorporation worth a capitalization of \$100,000. Those interested are Abram Fox, Simon L. Warren and Jacob J. Kaplan.

The Jersey City Art Glass Co., was recently incorporat-

ed at Jersey City, N. J. to manufacture art glassware. Capitalization is \$25,000.

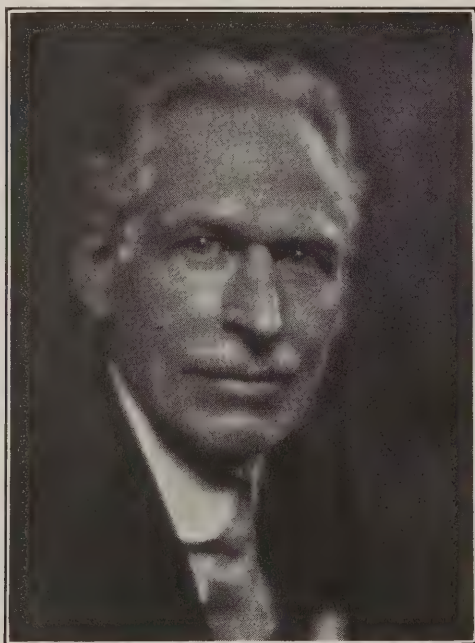
OBITUARY

The Passing of William S. George

William Shaw George, aged 60 years, head of the W. S. George Pottery Co., East Palestine, O., and also of plants located at Kittanning and Canonsburg, Pa., died at 5 o'clock Easter Sunday morning in his suite at the Hotel Astor, New York City, of pneumonia.

The body was returned to East Palestine where funeral services were conducted at 2 o'clock Wednesday afternoon in the East Palestine United Presbyterian church, the Rev. D. R. Turnbull, a former pastor of this congregation officiating.

An eulogy was delivered by W. E. Wells, of the Homer Laughlin China Co., East Liverpool, O., a life long friend of Mr. George. The body was taken to East Liverpool, where interment was made in Riverview cemetery, beside the body of Mrs. George.



William Shaw George

Mr. George was born on a farm overlooking the Ohio river east of the old East Liverpool city limits, March 21, 1865. He attended the East Liverpool public schools and later took employment in the potteries at East Liverpool, beginning at the bottom of the ladder and gradually working himself up from that of an employe to an employer.

On August 30, 1887 he married Anna Stewart Campbell of Philadelphia, Pa., and to this union nine children were born, all of whom are living. They are: William Campbell George, of East Palestine; Mrs. J. L. Adams and Mrs. Dorothy Woodard, both of Asheville, N. C.; John S. George, of East Palestine; Frank C. George, of Kittanning, Pa., and Lois, Robert B., Janet and William S. George, Jr., residing at home in East Palestine. Mrs. George died in January, 1921.

In 1897 Mr. George removed from East Liverpool to East Palestine and took employment as a decorator in the plant of the Ohio China Co. A year later he took over the management of the plant of the East Palestine Pottery Co., which was later razed by fire, and is now the site of the No. 4 plant of the W. S. George Pottery Co. After he took the management of the East Palestine Pottery Co., the payroll was placed at about \$52,000 annually and this has advanced to a payroll in East Palestine today of over \$1,000,000 annually.

Mr. George controlled 43 kilns in his four plants, which have also a capacity of 32 decorating kilns.

Mr. George was always an active member of the United Presbyterian church. For many years he was a member of the session of the East Palestine U. P. church, and he was re-elected for a period of four years during his recent trip abroad.

He was a trustee of the University of Cairo, Egypt, and of the George Memorial Hospital at Abyssinia, to which he contributed \$50,000. It was in memory of his mother and wife that Mr. George was donor to the hospital that bears his name.

While Mr. George never sought personal publicity, he was always interested in the success of the Republican party, and before locating in East Palestine was elected a member of the City Council of East Liverpool. His activities for many years were confined to the upbuilding of his business, his church and his home.

On March 31st Mr. George had returned from a sea journey, a journey taken for both health and business. After he arrived at New York, he summoned his secretary, Robert N. Logan, from the East Palestine offices for the purpose of going over some business matters, and together they made a trip to Boston, Mass.

It was after the return from Boston that his sudden illness came upon him. It was at 3 o'clock on the morning of April 8th, Mr. George suffered a severe heart attack which later developed into pneumonia. From the first it was recognized that he was in a serious condition and members of his family were sent for and remained with him until the end.

Mr. George was a man of genial personality, broad-minded and charitable to a high degree. Selfishness was foreign to his nature and consideration for the welfare and happiness of his fellow men and active interest in the affairs of his city and church were traits that endeared him to all.

Out of respect for the memory of Mr. George, every business house in East Palestine closed during the funeral service.

S. H. SloBodkin to Represent the W. S. George and Canonsburg Potteries

The W. S. George Pottery Co., East Liverpool, O. and the Canonsburg Pottery Co., Canonsburg, Pa., announce the appointment of S. H. SloBodkin as their New York representative to take the place left vacant by the recent death of H. Benedikt. Mr. SloBodkin, who is a young man of energetic and pleasing personality, was born in Boston and by education and

practical training is admirably fitted for the position he has assumed. For several years he has been the active head of the Boston Pottery Co., Boston, Mass. having become associated with it when it was in a rather decrepit condition and by his able management built it up to a place where it is favorably known throughout New England. He sold his interest in that business in order to be free to take over his new enterprise.

The business will be carried on at the same address, 7 West 22nd St., and practically under the same arrangement as before.

Crockery Trade Under Leadership of Kennard L. Wedgwood Conducts Successful Drive for United Hospital Fund

It is with pleasure that we publish, herewith, a letter from the General Chairman of the Trade and Professional Auxiliaries of the United Hospital Fund expressing his appreciation of the response made by members of the crockery trade to the appeal for funds, to carry on the good work and the efforts of Kennard L. Wedgwood who was Chairman of this trade. Mr. Wedgwood can always be counted on, in a drive of this sort to conduct an enthusiastic and successful campaign and he has lived up to his usual standard of accomplishment in this instance.

The letter follows:

April 1, 1925.
(head of America)

Kennard L. Wedgwood, Esq.;
Josiah Wedgwood & Sons Co.;
255 Fifth Avenue,
New York City

My dear Mr. Wedgwood:

As General Chairman of the Trade and Professional Auxiliaries, I wish to express to you, and through you to the members of the crockery trade, my appreciation of your donation to the United Hospital Fund.

What the members of your trade have done in the interest of free treatment to the sick poor through the medium of the 57 member hospitals of the United Hospital Fund, constitutes a contribution for which I cannot adequately thank you. I believe that those who annually give to this humanitarian cause derive the greatest return from the satisfaction of having done a good deed.

I want to assure you of the gratitude of the Trustees and Officers of the United Hospital Fund, and to suggest the gratitude of the beneficiaries of your generosity.

Sincerely yours,

Theo. F. Whitmarsh (Signed)
General Chairman,

Trade and Professional Auxiliaries.

P. S.—As shown on the enclosed report, the con-



Summer informality

The necessary colorful glass . . . the brilliant pottery . . . the smart table settings . . . they are all here, for immediate delivery.

GRAHAM and ZENGER Inc.
104 FIFTH AVENUE
NEW YORK

tributions through Tuesday, March 31st, 1925, by your division, amount to \$2,400. This is the final report.

Hazel-Atlas Representatives Meet in Wheeling

The Hazel-Atlas representatives from all territory east of the Mississippi River met in Wheeling, W. Va., to attend a two-day conference. This meeting is termed the semi-annual sales conference of the representatives.

Luncheon was held at the Fort Henry club with fourteen out-of-town representatives and about fifteen local Hazel-Atlas officials seated.

The visiting salesman accompanied company officials in an inspection trip over the Wheeling territory and later went to Washington, Pa., to view the Hazel-Atlas plant there.

The visiting representatives registering were: C. J. McMillan, Boston, Mass.; E. L. Bugg and A. F. Brady, New York City, N. Y.; R. B. Rinehart, Philadelphia, Pa.; W. T. Owen, Baltimore, Md.; O. H. Kellison, Pittsburgh, Pa.; G. C. Barr, Cincinnati, O.; A. L. Cochran, Rochester, N. Y.; B. F. Roberts, Cleveland, O.; Roy F. Clarke, Detroit, Mich.; G. M. VanKirk, Chicago, Ill.; E. A. Hildreth, St. Paul, Minn.; J. E. McLaughlin, St. Louis, Mo., and J. W. Knowles of Omaha, Neb.

Chicago Hotel Sherman Gift Show to Be Held August 3-8

Interest in the annual Chicago Gift Show has thus far been greater than early indications in previous years. The



ROYAL DUX

Latest Creation of flowers and birds attractively arranged on Vases, Wall Pockets, Jardinieres, etc.

Import only. Place your orders early.

FRED. C. REIMER CO.

49-51 West 23rd Street
New York, N. Y.

headquarters of the Gifts, Artwares and Novelties Association, 10 So. LaSalle St., Chicago, reports an ever increasing number of inquiries from both manufacturers and buyers regarding the show. An attendance surpassing that of all previous years is guaranteed by the present inquiries from buyers. A show of diversified exhibits is assured by the almost one hundred exhibitors representing several hundred leading manufacturers, who have already actually contracted for exhibit space and the great number who are now negotiating with the Association officials for space.

Work on the addition to Hotel Sherman, Chicago Gift Show headquarters is being rapidly rushed to completion. Buyers visiting the Chicago show this year will find new comforts and conveniences at their disposal.

Buyers and manufacturers desiring detailed information regarding the Chicago Gift Show are invited to address the Secretary of the Gifts, Artwares and Novelties Ass'n, 10 So. LaSalle St., Room 501, Chicago.

Lippincott Glass Co. Considering Reorganization

Word has been received at the office of CROCKERY AND GLASS JOURNAL to the effect that management of the Lippincott Glass Co., Alexandria, Ind. have under consideration plans for the reorganization of that concern, in such a way as will provide for more adequate facilities for the carrying on of the produc-

tion of their lines of decorated glassware. The concern, it is stated, has been operating without any cessation with a splendid volume of orders.

If the new organization is completed the ownership of the company will pass into new hands, but the policies of the company, as embodied in the ideas of H. M. Anderson, vice-president of the concern, will be unchanged. The only way the buying trade will be affected will be by a definite provision for service, quality and volume that has been impossible in the past. The new company will be a firm, stable, well financed concern able to pay its bills and take the position in the trade which the lines made heretofore and capacity of the plant justify.

There will be no sensational changes of any kind, according to Mr. Anderson, but increased capital will insure a regularity in volume and quality of work produced.

A Kiln for Glass in Kansas City, Mo.

Hand decorated glassware is the latest addition to growing and diverse list of manufactured products of Kansas City, Mo., it is stated. The building of a kiln by the J. Gunther China Co., for firing decorated glass also will give Kansas City what is said to be the first plant of its kind west of the Mississippi. The Gunther concern, composed of Joseph Gunther and his son, Henry F. Gunther, decorates and imports china. Its plant is at 1112 Troost avenue, and its product is manufactured for wholesale as well as retail trade.

Space to accommodate its new adjunct was acquired last week by the company in the purchase from heirs of M. Mularkey of a 30-foot frontage just north of its china plant for a consideration announced as about \$200 a front foot. An old 2-story brick residence on the property will be used for the present in the manufacture of the new line. Remodeling of the residence and erection of a firing kiln will begin this week. When the business demands it, a new building will be erected on the site.

Buys Pennsylvania Glass Company's Plant

Pennsylvania Glass Co., plant in Dunbar, N. C. has been purchased by the Dunbar Flint Glass Corp., according to the Dunbar Advance.

The purchase will double the capacity of the original plant.

Work is already under way on the cleaning up of the Pennsylvania plant. Two additional machines will be installed, as well as considerable other equipment which will enable the Flint Glass Corp. to produce in its own plant not only double the quantity of the products it is already turning out, but to manufacture in its own plant a number of articles necessary to its finished products.

As soon as the making of the necessary repairs and the installation of new equipment has been completed, the newly acquired factory will become the main producing unit of the plant, the art glass department will retain its

(Continued on page 31)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



DEMAND for the several lines of flint glassware continues on a nominal basis, specifications for some lines being very active, while the demand for others is admittedly slow. Department store buyers are keeping normal stocks in hand and in warehouses, and as a result the manufacturers are having a very good business from this source. The jobbing interests are forwarding some liberal specifications to the factories, and these houses in the west seem to be disposing of their stocks more rapidly than usual. This would indicate that the west and the south is in better condition from a distributing standpoint than the east and north. The decorated glass lines continue to be in very good movement, and more or less future business is on the order files of many of these plants. Blown and stemware is in nominal demand, and the light cut and etched lines are said to be in about normal request. Lighting glassware is showing some improvement in demand, while the chimney business is still classed as slow.

According to the sales department of the Hocking Glass Co., Lancaster, O., the outlook for steady business is considered very good. "In the three factories we are operating, we find that orders are reaching us in good volume, and we notice with considerable pleasure the attitude of many buyers to specify deliveries several months ahead. We feel that this is an exceptionally good indication of the tendency of business in the glass industry." The Hocking company is operating two plants at Lancaster and another at Bremen, O. The general line of this company now is more varied than ever before.

Salesmen visiting the eastern Ohio trade have advised home offices of the election of C. J. Strouss, president of the Strouss-Hirshberg Co., Youngstown, O., as general manager of this corporation. This change in the organization was taken at a special meeting of the Board of directors of the company held a few days ago. The company operates the largest china, glassware and house-furnishing department of any store in eastern Ohio, and at one time the department was under the management of Thomas A. Neely, for many years identified with the Boggs & Buhl store of Pittsburgh.

"We have no just cause to complain about the condition of business," observed Charles B. Ott, vice-president of the Eagle Manufacturing Co., Wellsburg, W. Va. Mr. Ott declared that while business could be better, the factory continues to be operated on a rather active production basis. This company is manufacturing a general line of lighting glassware and also a general line of ware for the druggist trade.

Official announcement has just been made of the retirement of Reuben Haley, as general factory manager of the United States Glass Co. His future plans have not been announced. Before going with the "States" Mr. Haley was widely known as a designer, and after he went with the United States Glass Co., he designed many items and shapes which have proved to be among the most popular offerings in the entire line of this company. Mr. Haley is a member of the Board of Directors of the United States Glass Co., having been re-elected for another year at the recent annual meeting of the corporation. Two years ago Mr. Haley was elected president of the Western Glass & Pottery Association, and last January was re-elected to this office. He resides at Beaver, Pa.

Announcement has been received by the trade here that B. N. Rosenthal has been named eastern representative for the Technical Glass Co., Los Angeles, Calif. He will have his headquarters at 148 East 54th Street, New York City, and his territory will include that between Chicago, Ill., and New York.

The West Coast Glass Co., the largest manufacturers of containers on the Pacific Coast, with a factory at Los Angeles, Calif., has again placed its plant in operation, following a brief suspension, due solely to the necessity of making factory repairs.

"Our business during the last three months has been very satisfactory," W. S. Erskine, president of the Erskine Glass & Mfg. Co., announced this week. "While the orders have been very small, the prospects for a steady run the balance of the five looks very encouraging." This company is making a special feature of electrical goods, and the line includes ruby and crystal lantern globes and cut ware.

Following the operating of its plant at Hillsboro, Ill., with a limited force for some months, the Schram Glass Co. is now arranging to place the factory on a full production basis, and this schedule is expected to be maintained within the next fortnight. The company is making a full line of jellies and tumblers at this factory, although it has other plants at Huntington, W. Va., and at Sapulpa, Okla.

Pittsburgh banking interests offered investors shares of Stern Bros., New York Department store following the reorganization of this company, and the amount of stock offered was oversubscribed.

(Continued on page 31)



WHAT THE POTTERIES ARE DOING



WHILE there has been more or less hand to mouth buying of dinnerware during the last few weeks, there are indications of an improvement in demand from some quarters. The general opinion of manufacturers in the East Liverpool district is to the effect that buying and demand is more pronounced in the agricultural sections than it is in the cities. This, however, is taken as a good omen, for when the agricultural districts begin to purchase, the demand is soon reflected in all industry. From the larger centres, new business is being received only on a nominal scale. That is to say, buyers are interested in ordering just a sufficient amount of goods to take care of current requirements. From time to time, however, some car lot business is placed with some of the manufacturers by dealers who are making a special drive upon a particular proposition, but from the larger centers there is not the anticipation of future requirements as has been noted in past seasons. Department store buyers are at all times showing an interest in any special propositions the manufacturers have to offer. Such merchandise is featured during special sales. Open stock dinnerware is in very fair movement with all manufacturers, but no great amount of advance business on this line is on file.

The Logan Pottery Co., Logan, O., has added a new line of bulb bowls and vases, according to President Charles A. Adcock. The company has been interested in the manufacturing of a very long line of stoneware specialties for some years, but of late it has been increasing its line by the addition of a number of art lines. One feature of the line of this company is their "Hollywood" yard vases.

Overtures have been made to the management of the Atlas China Co., whose plant at Niles, O., was recently destroyed by fire to locate elsewhere. So far the company has made no decision. The loss on the plant has been adjusted, it is said, and it is the purpose of the company to either rebuild at Niles or erect a new plant in some other convenient locality. The decision of the company is expected to be announced within a few weeks.

General business with the Edwin M. Knowles China Co., which operates plants in Newell and Chester, W. Va., is holding up very well, according to Secretary J. W. Irwin, the two properties being on a five day per week schedule, operations on Saturdays being eliminated. This schedule has been steadily maintained since the first of the year. "We're rather pleased with the general outlook for business," Mr. Irwin declared this week.

H. P. McGregor, of the well known china and glass

concern of that name, Wheeling, W. Va., who is widely known throughout both industries, is being groomed for the position of city manager of Wheeling. Mr. McGregor has been associated with the china and glass jobbing business for years, and is a frequent visitor in the East Liverpool and Pittsburgh glass markets.

The H. K. Ferguson Co., Cleveland, who have been awarded the contract for the erection of the new plant for the Steubenville (O.) Pottery Co., on a site overlooking the Ohio River between Steubenville and Toronto, O., has awarded the contract for seven glost and bisque kilns and three pair of double decorating kilns to John E. Gamble, East Liverpool. Construction of the foundations for these kilns will begin within the next few weeks.

Sales of the new shape of the Knowles, Taylor & Knowles Co., are steadily increasing, according to John B. McDonald, sales manager for this company. The variety of open stock patterns appeals to buyers, the firm has pointed out, with the result that practically every pattern shown on this shape is now on the market and in rather liberal volume. Other shapes of the Knowles, Taylor & Knowles Co., are also in very good demand.

The fact that the plant of the Crooksville China Co., Crooksville, O., continues to be operated on a production basis of from 85 to 90 per cent indicates that general business conditions with this firm is good. During the first quarter of the year orders with the Crooksville company held up well, and the second quarter according to the immediate situation indicates to the company that operations will be continued on a steady basis during the next three months.

By confining its business exclusively to the jobbing trade, it is the opinion of Will A. Rhodes that the output of the Jackson Vitrified China Co., Falls Creek, Pa., will be absorbed during the entire year. In order to take care of a still larger volume of business, the company will soon begin work on certain factory extensions which will tend to increase production schedules about 100 per cent.

At the spring meeting of the Western China Standing Committee, composed of manufacturers and employees, over a dozen disputes pending between certain firms and their employees over the making price of some items were amicably adjusted. The manufacturers were represented by a committee composed of F. G. Mellor of the Shenango China Co., New Castle, Pa.; Fred Sutterlin and James Turner, Trenton, N. J. The conference was held in the

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Lazarus & Rosenfeld Showing New Designs in Fancy Lines

THE vogue for daintily hued afternoon tea sets, breakfast sets and bridge sets is stronger than ever and the long summer days increase the interest of Milady, who entertains lavishly in those types of decoration which blend well with the porch fittings and out-of-doors. Lazarus & Rosenfeld, 98 Fifth Ave., New York, are keeping abreast of the times with their importations of delicately tinted and attractively modeled wares. New tea sets in the Victoria china on the new Manhattan shape come in ten different colors, many of them lustre. They are decorated with black vertical tracings and black handles. These tea sets consist of twenty-three pieces with graceful slender teapots and creamers and sugars, in a long, narrow shape and octagonal effect which is emphasized by the black traced lines. Cups are lined with pearl lustre. The combination of shape and delicate colorings is worked up into an ensemble of peculiar charm. In the bridge sets, or tea and toast sets as they are sometimes called, there are almost forty new patterns including some to match the various dinnerware patterns put out by the Victoria factory. There are solid lustres, some with lustre borders and contrasting centers, some with solid centers and floral borders. One shape suggests the artist's palette, being modeled along those lines with small handle which makes it easier to manipulate. Borders include several different festooned flower designs in running border effects or panels alternating. Some have vivid colored bird centers. Four piece condiment sets consisting of pepper and salt with mustard jar and tray come in four solid lustre colors, jade, orange, yellow and blue and make a charming number. A new orange lustre, one of the innovations in this ware is soft and yet rich and vivid without harshness. Colors shown in the tea sets are this new orange, ivory, green, yellow, rose, lavender and blue.

New and Interesting Glassware Numbers Shown by The Smith Ceramic Studios

The quaint old-fashioned whale oil lamps of glass so long relegated to the attic or rubbish heap is swiftly coming into its own again, due to the lure of old time fashions adapted to meet modern conditions. The Smith Ceramic Studios, Inc., Rochester, represented in New York by Geo. H. Donovan, 200 Fifth Ave., are making some very charming reproductions of old lamps for use with electricity. They have two new shapes, with round bodies, one with a narrow Greek key border and the other modeled to have somewhat the effect of lotus petals. They come with bowl and foot in amber with crystal stem, and

also in solid amber. This concern is also showing two new covered candy boxes in iridescent glass, one footed and the other low with straight sides and pointed cover. Another flat box for powder or candy comes in amber, either plain or engraved. An innovation in the form of an attractively modeled covered dish for fruit or puddings comes in crystal with cover and rim in amber with allover engraved design of considerable charm. A gracefully shaped, handled basket comes with amber base, handle and rim and sides in panels alternating, first a design of circular cuttings then a floral spray, with cuttings on handle and rim. There is a bowl just right for a baked apple and some attractive salad bowls besides, plates in iridescent colorings with spiral flutings in two sizes and a large 14 inch platter. Dainty vanity sets are in the form of a small flat powder box with perfume bottle attached to cover instead of a knob. These are unique and effective in amber with floral cuttings. For bridge prizes there are cigarette trays, oval or square in amber with cut design. Candle blocks come in amber, lustre iridescent and blue iridescent. They make cute desk sets combined with amber inkwells. New decanter sets in iridescent lustre have tall slender necked bottles and footed glasses and a cocktail shaker features a block optic, there is too a full line of iridescent lustre stem ware. A tall covered jug in plain, wide optic combines well with stem goblets for ice tea or lemonade sets. A new festoon optic shows up well in lustre iridescent and new salad plates in crackled effect come with amber rim and crystal center. In fancy china there is a new idea of combining a salad bowl with salad fork and spoon, with mother-of-pearl handle and sterling silver ferrule, or a berry bowl with berry spoon, and ice cream tray with knife of the same type. These are attractive sets and well priced.

F. C. Reimer Shows New Schierholz Models

Among the new arrivals in the showrooms of Fred C. Reimer, Inc., 49-51 W. 23rd St., are some new numbers in Schierholz Dresden china. These have unique decorations in the form of lilacs, in lavender and white, delicately modeled with exquisite likeness to the real blossoms. These combined with fat cupids make an object d'art which exhibits a high degree of skill in workmanship. There are other similar numbers with raised decorations all equally true to the objects they simulate both as to color and modeling. There are one with cherry decorations, one with large, and one with small roses and one with lovely forget-me-nots. Lamp mounts of quaint and novel are always a boon to the lamp buyer and among the new importations of Mr. Reimer are a number of figures in quaint, old country costumes which should be particularly acceptable for use as lamp bases.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE new Robinson & Co. store at the corner of Tremont and Bromfield streets opened for inspection last Thursday and held a dollar sale on Friday. Like the company's other stores at 329 and 503 Washington street, this store carries watches, clocks, jewelry, silverware, beaded bags, decorated and colored glass and luster and gold-encrusted tea sets. Bernard Ross is manager. For a small store it is well equipped with doors, having three, at 101 Tremont and 73 and 75 Bromfield. The corner of the Paddock Building at the street floor has been made over by green marble and plate glass and a conspicuous sign. Pink marble is used for the steps at the Bromfield St. entrances, and the old iron work has been painted green with a red subtone. The cases and counters are of mahogany and plate glass and the tables are of mahogany. The light brackets from the tops of the cases, the chandeliers and the hanging lamps are beautifully made of wrought iron with a copper finish, and the glass lampshades are corrugated one way on the inside and the other way on the outside. Brocade curtains enhance the lavishness of the store's appearance, and mirrors set between the cases help to conceal the smallness of the economically used space.

James A. McCann, was at Young's Hotel this week with choice samples from Soy Kee & Co. He came here from Newport and planned to continue west through Albany, New York State and the Middle West to Chicago. With him he had engraved brass fruit bowls usable as gongs, and Chinese cymbals convertible into flower bowls, fine pottery and cloisonne vases, charming lamp bases with brass fittings, lacquer trays, silks and embroideries, straw fans—all highly desirable and at reasonable prices.

George C. Tonolla brought many new styles in novelty items to Young's Hotel this week. Next week he goes to Providence and then to Philadelphia, Baltimore, Washington and Pittsburgh. The bright colors, brand new patterns and combination lusters on the well known Noritake white body; the gaily decorated salts and caster sets; the new ideas in cigarette boxes; the gift items packed in attractive pasteboard boxes, with wood shavings for stuffing—such is the enterprise of Morimura.

Harry L. Trask, new buyer of house-furnishings and china for J. R. Libby Co., Portland, Me., comes from the Foss furniture house of that city. The buyership was vacant for some months after the departure of Mr. Clark.

Walter M. Hatch, Inc., are now established in their

new store at 385 Boylston St., next the Arlington Street Church. The counters have been repainted black and red. Prominent among the Oriental wares are the Chinese Canton ware and Japanese luster tea sets and Howo ware.

Charles R. Lynde is expected back from his European trip about the end of May. Besides touring the English, French and German markets, Mr. Lynde is to make an extended trip through Spain.

James F. Leary sailed from Europe on the *Olympic* and is expected back this week. Miss Young, buyer of toys at Houghton & Dutton's, has already returned.

C. J. Robinson and Miss Evelyn Anderson have sailed from England on the *Berengaria* and are expected back at Jordan, Marsh Co. early next week.

G. A. Bauer, general manager of Edwin Bennett Pottery Co., Baltimore, was at the Parker House for a few days this week.

Frank P. Judge of the National China Co. was here this week to see E. E. Wilgus, the company's Eastern representative.

John Temple, Maine representative of Mitchell Woodbury Co., arrived in town Monday for a conference on the summer selling campaign, prospects for which look bright.

Dan Darcy has started through Southern New England on his first trip for Lalance & Grosjean, after spending a week in at one of their factories near New York.

Nat K. Atkins is at home in Lynn after a trip to Africa and it seems he is out for the mayoralty.

William A. Claflin has received samples of the bread and cake boxes, canisters and boilers of the Atlas Tinware Co., New York, whom he has agreed to represent in New England.

Following the visit of E. J. Kleist, sales manager of the Westgate Lamp Co., Ann Arbor, to their salesrooms last month, Wilgus-Good Co. have put their lamps on display. The bases are of iron and wood of all types, and the shades, of all sizes, are silk-lined with piquot edge.

(Continued on page 30)

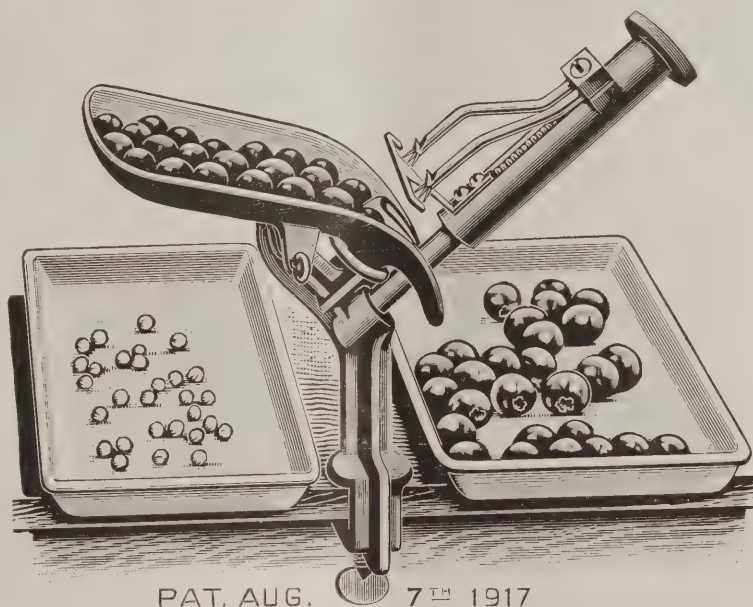
In the Household Utility Aisle

Some Practical Aids for Easier and Better House-keeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By BEATRICE MILLER WISNER

"Home" Cherry Stoner An Efficient Utility

FOR many years the painstaking housewife who prides herself on her home bakery department, has been searching for a cherry stoner which will lift the stones from the whole fruit and leave the cherry in a perfect condition, in order that she may turn out pies to her satisfaction. The cherry stoner illustrated, manufactured by the Schroeter Bros. Hardware Co., (Manufacturing Department,) St. Louis, Mo., has brought to the culinary department a home cherry stoner which will do its work with despatch and efficiency. The "Home" cherry stoner herewith pictured is fast feeding with a hopper large enough to hold a dozen cherries at one time. Two cherries are pitted with a downward thrust of the plunger handle. The downward thrust of the handle forces plungers through the cherries and at the same time forces the stones below and with the return or upward stroke the stone is cleaned from the plunger; at the same time plunger lifts the cherries from the sockets and drops them into the discharge spouts. The "Home" cherry stoner is constructed with removable hopper, which allows compact packing, is easily cleaned and is also equipped with removable clip for inserting new cleaning washer. This excellent cherry stoner is sturdy and compact and has no complicated parts or adjustments. It has proven a friend to the mistress of the home at canning periods, saving much time and annoyance of pitting cherries in the old way by hand. The above firm are also manufacturers of a large number of household utilities, including nut crackers, walnut crackers, horseradish graters, and a furniture polish styled "Rapid Shine."



"Home" Cherry Stoner

thing that it touches, as it is claimed that "Be Bright" will not only give to kitchen utensils a lasting and bright appearance but it will also clean and polish woodwork, bathroom fittings, glassware, floors, linoleum and any surface that needs polishing or refreshing. The firm also put out a cleaning cream which is put up in tubes and styled "Be Bright Lustre Cream." this has been found to be very satisfactory in cleaning windows and metals. The texture of "Be Bright" is as soft as the finest talc and will not harm the most delicate skin, therefore "Be Bright" becomes a tried friend of the most fastidious woman. The basic element in this marvellous cleaning powder was met by accident in an extraordinary rock found within three to six feet of the surface of the ground. Thus nature has supplied a product whose cleaning uses are legion

— scion of the house. "Be Bright" will demonstrate its value in the using.

Superior Asbestos Gas Heater

To comply with the demand for an inexpensive but highly efficient heater, the Superior Manufacturing Co., Liverpool and Oxlane Sts., Pittsburgh, Pa., has put a gas heater on the market, which is a much needed utility. The firm states that the new feature of the "Superior" asbestos gas heater, is the use of lava spuds in connection with the burner, giving high efficiency under low gas pressure. The body is splendidly fitted with nickelplated trimmings, long fibered asbestos backwell and coppered reflector and is made of the best grade blue steel. To insure safety a nickeled dress guard is employed—a "safety first" principle. Every woman who has a pride in home appliances, will appreciate the splendid features of this new heater, which not only gives satisfaction through its efficiency, but is an attractive addition to home equipment. In early spring, when there is little need of hot furnace heat, the gas heater above described will supply the necessary heat for any special room desired and is an indispensable utility for immediate and sufficient heating.

Use "Be Bright" and Keep Bright

One of the most welcome of cleaners has been put on the market under the title "Be Bright". It is manufactured by the Barnsdale Products Corp., 41 East 42nd St. This unusual cleaner emulates its name in every

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO retailers reported their usual big pre-Easter business this year. While the bulk of the department store business during the two weeks preceeding Easter was done in the ready-to-wear clothing departments, there was, nevertheless, a most satisfactory business turned in the china and glassware departments where special table settings for the Easter dinner had been heavily featured. The wholesalers and manufacturers representatives last week experienced the usual pre-Easter lull in buying. Their sales were normal, however, for that period, and for the next four weeks a steady increase in sales is expected. June wedding and graduation gifts of glass and china will be featured by the wholesalers for the next month. This week Chicago department stores are offering many specials and sales in dinnersets, table glassware, home and garden equipment. Mandel Brothers held an unusual selling of all merchandise on their entire sixth floor, which includes the dinner ware, glassware, mirrors, and kitchenware. A semi-porcelain 100 piece dinner set was offered at \$20, breakfast sets and tea sets were also attractively priced. Eighteen piece table glassware sets were offered at \$1.35 and thousands of pieces of aluminum of a popular make were

specials this week at 90c each. Hartman's Furniture stores this week featured imported English blue dinner sets of 100 pieces at \$23.75. W. A. Weiboldt & Co. stores had 100 piece dinner sets of domestic make on sale this week at \$19.60, and 15 piece cereal sets, imported, were sold for \$4.92. The Boston Store held a sale of Glassbake oven ware and the Fair held a big selling of home and garden needs. Hillman's featured 51 pieces dinnersets, blue and gilt band decorations at \$12.95.

The Solar Sturges Mfg. Co. makers of waste baskets and clothes hampers have decreased their capital stock from \$2,400,000 to \$1,147,000, according to papers filed with the Secretary of State last week.

The annual business report for 1924 of the Hartman Corp., was made public last week. This showed the company earned a net income of \$1,164,339, after all interest, taxes and depreciation were deducted. This is somewhat smaller than the net income of the company for the previous year, but is doubtless due to the transition of the company's business from mail order and retail to retail only. Since the first of the year the company's activities have broadened into the wholesale field.

A mail vote is being taken by the Glass, Pottery, Lamp and House furnishing Association on two questions. First, the election of officers, or reelection of S. J. Natkin, president; F. T. Renshaw, vice-president; J. W. Power, secretary; F. B. Tinker, treasurer; and John F. Bowman chairman of the executive committee. The second proposition is concerning life insurance for the members to be operated on the principle of assessment. Ballots were distributed to all members by mail last week and all voting must be complete by April 20th, prior to the next regular meeting of the association.

Charles E. Davis, who recently retired as president of The Davis Store last week purchased the estate of England J. Barker, including a large residence and three acres of land at 10605 Longwood Drive for a reported sum of \$82,000.

The publicity committee of the Gifts, Art Wares & Novelties Association met on Monday of this week at the Brevoort Hotel. The campaign of magazine advertising to call the attention of buyers in all parts of the country to the coming Chicago Gift Show at the Sherman Hotel the first week in August, was planned and orders issued for the first insertions. Ralsh B. Kraetsch of W. C. Owen, Inc., chairman of the committee presided over the

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

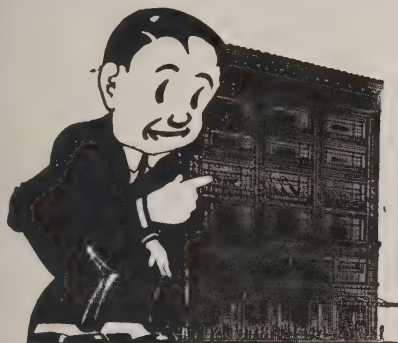
1751 West 74th Street

CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE
BUYERS OF
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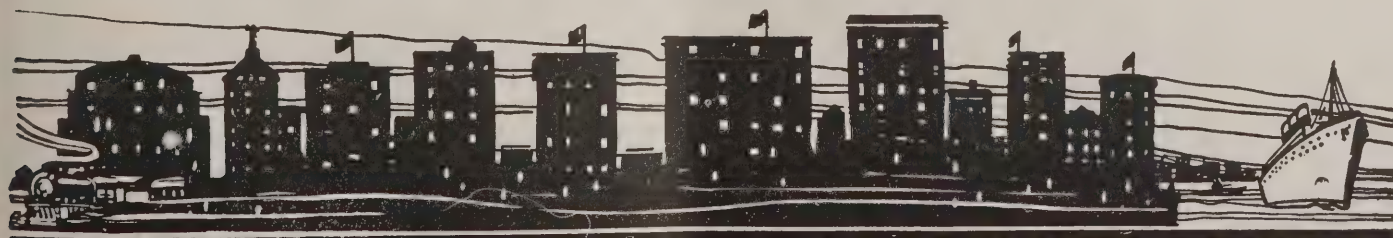
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WHO can take over at once shipment of Porcelain of prominent German Steingutfabrik, (almost 800 doz. cups and saucers), being held by Phoenix Shipping Co., 21 State St., New York City, to whom apply for particulars.

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FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

What the Potteries Are Doing

(Continued from page 24)

headquarters of the United States Potters' Association in East Liverpool.

The No. 1 or original plant of the Owen China Co., Minerva, O., is now operating in full. Their No. 2 shop or new unit is still inactive, and no time has been set for the resumption of activity in the latter plant.

The body of Willis Cuning, president of the West End Pottery Co., who died while in Florida, was returned to

East Liverpool Thursday of last week. Following a funeral service in St. Stephens Protestant Episcopal Church, interment was made in Riverview Cemetery.

Boston News Notes

(Continued from page 26)

Wilgus-Good Co. have installed a stenographer, Miss Isabel Grenham. They call attention to their new samples of stemware in iridescent amber—festooned optic and pebbled wide optic—and the cut glass and detachable candelbras in cathedral glass, put out by Smith Ceramic Studios, Rochester; and the footed iced teas, cocktails and ice creams, with covered and uncovered jugs to match, from Utility Glass Works, Inc., Lonaconning, Md., which are in vertical optic, tornado optic, Nilotus optic and crackle, and colored spring green, autumn gold or Burgundy.

Howard A. Leary, agent for the bird cages and stands of L. J. Leon Mfg. Co., Philadelphia, is featuring their new stippled gold effect, as well as the more familiar brass, white enamel, japanned gold, silver on black and silver on blue finishes.

A. L. Nichols Co., Fall River, furniture, has been incorporated with \$100,000 capital by Sarah L. Warden, Frederic A. Warden, Abbie N. Thompson and Arthur Bell, all of that city.

C. Lawrence Cooney, Boston antique and art dealer, and authority on china, who made journeys to Europe and China to study articles of household use, died on April 6. He was born in Boston in 1856. He leaves his wife, Mrs. Alice Cooney.

George Francis Fuller, for many years with McKenney & Waterbury, dealers in light fixtures, died last week at his home in Withrop.

The Chicago Market

(Continued from page 28)

meeting. Others present were John Bowman, C. L. Geesey, G. U. Gairing, W. W. Raleigh and J. H. Smythe.

Bloom, Inc., Southeast corner of Roosevelt Road and Sangamon St., received a state charter last week to do a manufacturing business in lamps and shades, and also carry on a jobbing business in the same merchandise as well as novelties. The capital of the company is placed at \$25,000 and the incorporators are Jacob and Emanuel Bloom and Bernard Shulman.

Spiegel Home Furnishing Co., 115 South Wabash Ave., will continue at their same location for another ten years according to announcement last week. There was

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GREEN OXIDE OF CHROME
 in variety of shades

Guaranteed to contain no Free Sulphur nor Sulphides

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50 Murray St.

New York



LATEST
Ceramic Material Price List
No. 25

Have you a copy?

Roessler & Hasslacher Chemical Co.
NEW YORK

some talk of the firm moving in the near future due to the leasing of their entire building by Browning, King & Co., but the Spiegel organization has secured a new lease for ten years time.

The board of directors of the Central Electric Co., extensive retailers of lamps and lighting fixtures, has been increased from three to seven.

Glass Factory Activities

(Continued from page 23)

Since the fire which destroyed the plant of the Co-Operative Glass Co., North Vernon, Ind., overtures have been made to the company to relocate its factory at Corydon, Ind. The company has not announced its future plans in this respect.

Buys Pennsylvania Glass Plant

(Continued from page 22)

present quarters, and the Merit Cut Glass Co., a subsidiary organization of Dunbar Flint, will move from its present location on Myers avenue, where it occupies rented quarters into the old factory quarters of the Flint Glass Corp., a portion of which will also be utilized as a shipping department, this arrangement eliminating the bulk of the handling which is now necessary.

To Awaken Curiosity

If you are a believer in the "Teasing" style of advertising, the following campaign is recommended as one which will awaken interests, bring crowds to your store and cause good-natured laughs.

Start out by having cardboard signs printed,

"Lest Ye Be Judged"

and tack up over your city. Leave up three or four days and then print other signs reading,

"Judgment Will Be Passed At Our Store
 On (specify days)"

The wording of this sign should be in smaller type than on the first sign, but at exactly the same width and color should be used. Have this sign tacked up below the other signs so that the two will then read as one continuous sign. On the day announced place a live owl in a window or a showcase, with a placard:

"This Judge Decides
 That You Who Trade
 Here Be Given A
 Lifetime of Good
 Quality and Service"

The Hi-Lip Furniture Co. is a recent incorporation. Capital stock, \$20,000. Those interested are S. Hyman, H. Lipner and L. Siegel.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery. China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
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HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Mo-ment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.
King & Barrett, teapots; George Jones & Sons, Ltd, china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

The Fifth Avenue Building



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for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PAUL A. STRAUB & CO., 105-107 Fifth Ave.
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.
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The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
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DOLLS AND TOYS**

Published Every Thursday

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April 23, 1925

No. 17

AS THE EDITOR SEES IT DEFLATING "OVER-OPTIMISM"

A RECENT summary of developments of the present situation in the business world made by President Knox of the American Bankers' Association pronounces the laconic diagnosis, "a deflation of over-optimism, but no serious impairment of the basic elements of prosperity." No one can deny that there is a strong element of truth in the statement. Throughout most of the fall and winter there were many who insisted upon building up large hopes of unusual if not unprecedented prosperity. These hopes, being based almost entirely on the very strong wish for something more than average good times were not founded in common sense and consequently the "over-optimists' " bubble burst. In truth the situation today in its more basic aspects is not greatly different from what it has been for some time past.

TRADE and industry are reported classable as fair, that is they are about equal to last year at this time although there is frequent use for the term "spotty" in describing conditions. Retail trade, aided by strenuous advertising and springlike weather is in the best condition while the apparel trades, building materials and spring hardware are showing most activity. Wholesale trade is rather quiet but not more so than would be expected in the natural order of events at this season. All these symptoms do not meet with the over-ardent hopes of those who looked forward to a more exaggerated aspect of prosperity and so they, in their disappointment, have gone from over-optimism to a state of extreme depression. No extreme is a healthy state and it is time we got out of the habit hoping for and expecting abnormal conditions, such as we became accustomed to in the peak

period. We must not hope for anything but ordinarily comfortable times. We must not expect nor prophesy them and then we will not be doomed to such a disappointment as will cause an unfavorable reaction. The days when buyers came begging for a share of our output at any price are no longer. In the words of the evening comic strip "them days is gone forever" and the quickest way to get into a comfortable state of mind is to get over hoping for them.

THIS, of course, does not mean that the situation is all that could be desired at the present moment. Far from it. Our overdeveloped plant capacity is not finding foreign outlets for goods that it so greatly needs. Domestic consumption is about maintaining the rate that it has held fairly steadily for the past two or three years; but no careful student of business affairs is likely to assert that it would not be larger had we found a way to reduce costs and prices so that the rank and file of the people could more easily buy and pay for goods that they want and need. The farmer is on the average buying about as well as could be expected, but there need be no doubt that he would provide a better market for manufactured goods were prices of such goods more on a par with prices of the commodities he takes into the market. But there never has been any good reason to suppose, given the existing circumstances, that we should greatly and permanently expand our foreign markets for manufactured goods. No one has supposed that production costs were being worked to more wholesome levels, and it has been clear from the first that we as a people were not ready to do more than tinker with the agricultural situation.

The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER XIX—DECORATING THE WARES: UNDERGLAZE DECORATIONS

DECORATIONS applied to the biscuit body instead of on top of the glaze will be found in both china and earthenware, to a very limited extent; on earthenware it constitutes an extensive, although not a major share of the decorations. Underglaze is superior to overglaze ornamentation in two respects. It has much longer durability especially on dinnerware undergoing constant use and washings. The glaze absolutely protects the pattern underneath it from being worn away. The glass-like glaze on top of the coloring of the pattern also aids its appearance in giving a softer, deeper tone to the colors which adds much to the richness of the appearance of the ware.

The disadvantage of underglaze decorating is that comparatively few colors can be used in it, because many of the brighter and more delicate shades are dimmed or changed

in the intense heat of the glost oven, which must follow, and certain colors also are frequently absorbed or flow into the glaze during the dipping or firing of the ware, causing an indefinite outline detracting from the design. Practically all of the colors are softened or modified to some extent when used underglaze, but the decorator is able, through experience, to make allowance for these changes and even improve by that means the general appearance of the pattern in the end.

Underglaze printing from engraved plates is a comparatively recent form of decoration, having been employed to a commercial extent not much before 1850, although the process was invented about a century earlier. Plates of copper or zinc about one-eighth inch thick have the design engraved upon the surface. The engraving is done by hand with pointed tools or with the aid of electricity or acids. The engraver must be not only well trained in the technique of his trade but he must have the artistic sense in a high degree to properly bring out the ornamental and attractive features which really sell the pattern. Consequently, the initial cost of the engraving is very substantial and renders this mode of transferring the pattern a costly one; but this is counterbalanced by the long continued use of the engraved plate in making reproductions of the pattern. Much care is taken to keep the

THIS is the nineteenth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

engraved plate clean and in good condition. Since the copper and zinc plates are soft enough to gradually wear off with repeated use some potteries have their plates hardened with nickel or steel which gives a much longer use. Where many printings are to be made from it electric reproductions may be made of the engraving and used in its place.

The next step is to press into the engraved design the appropriate color which, for that purpose, has been reduced to a very fine powder and mixed with linseed oil or other combination of evaporative oil. The engraved plate is also thoroughly warmed and the color spread over the surface with a wooden spatula. When the depressions of the pattern are completely filled with the viscid color the surplus color on the plate is removed with a thin broad steel blade known as a palette knife.

The last traces of the color on

the plate outside of the engraved design are removed by rubbings with a soft cloth or chamois pad.

The plate is then placed in a press and covered closely with the transfer paper. This is a tough tissue paper manufactured from hemp because the hemp paper will afterward readily soften into a pulp easily removed when soaked with water. The paper is evenly coated with a thin layer of soap on the side to be printed. The soap covered side is laid on the face of the engraved plate and a damp cloth coverered over the outside of the paper. A roller then presses the cloth and paper against the engraved plate with the result that the oily color in the depression of the plate is imprinted in the form of the design on the coat of soap covering the paper. The plate and paper are then warmed at a temperature of about 100° C., until the paper is dry and can be easily lifted from the plate. When removed as much as possible of the unprinted paper bordering on the design is cut away. The paper containing the design is then applied to the surface of the biscuit ware and pressed smooth at the right place, first with the hand and then with the rubbing tool. The ware is then immersed in warm water of a temperature of about 40° C., where the hemp paper swells up rapidly, the thin layer of soap dissolves and the paper readily peels off leaving the colored design adhering to the ware.

Sometimes the design is elaborate enough to require several colors and the use of several engraved plates. When the patterns are fully imprinted on the surface of the ware, the whole must be subjected to a dull red heat. This is furnished by what is known as the hardening-on-kiln, a simple form of a kiln enabling the ware to be subjected to a temperature moderate enough only to drive off the oil, varnish, gum arabic or other sticky substance in the color, leaving the design fixed in pure colors on the surface of the biscuit ware ready to be dipped into the liquid glaze.

Other transfer methods, such as decalcomanias from lithographic, color, and aluminum printing are far more frequently used in overglaze decorating and will be explained later when that is described. They are now and then used in underglaze work because more colors can be reproduced at the same time by a single transfer than from an engraved plate, but such modes do not furnish the accuracy desired in color and design for underglaze work which is readily attainable by engraved printing.

Buyers in New York

APRIL 16TH, 1925

Miss M. Lensenhuber, jewelry, silverware, J. N. Adam & Co., Buffalo, N. Y., 17 E. 39th St., 3d floor. (Associated D. G. Corp.).

APRIL 20TH, 1925

W. W. Lease, silverware, hardware, house-furnishings, china, toys, P. Wiest's Sons, York, Pa., 370-7th Avenue. (Wm. Gross)
A. Jasman, house-furnishings, china, electrical goods, Meier & Frank, Portland, Ore., 212-5th Avenue.

APRIL 22ND, 1925

F. L. Warren, house furnishings, china, Callender, McAuslan & Trop Co., Providence, R. I., 159 Madison Ave., 128 W. 31st St. (American Retailers Assn.).

Heavy Increase in Foreign Trade an Encouraging Sign

The growth of imports and exports during the month of March is hailed by the Administration as an encouraging sign of the soundness of the business situation of the nation. With such heavy increase in the foreign trade of the United States business activity must be at a fair height which he speaks on basis for any time of a period of depression.

Exports of merchandise for March, the Commerce Department reported, aggregated \$452,000,000, as compared with \$370,000,000 in February and with \$339,000,000 in March a year ago. March imports amounted to \$385,000,000, against \$334,000,000 in February and \$320,000,000 in March last year. Exports for the nine months ended with March totaled \$3,770,000,000, compared with \$3,322,000,000 during the corresponding period last year, and imports for the period aggregated \$2,825,000,000, against \$2,652,000,000 for the nine months ended with March, 1924.

Imports of gold during March totaled \$7,000,000, as compared with \$3,600,000 in February and with \$34,000,000 a year ago. Exports of gold for the month amounted to \$25,000,000, against \$50,000,000 in February and \$817,000 in March, 1924. For the nine months ended

with March gold imports aggregated \$109,000,000, against \$305,000,000 a year ago, and exports for the same period totaled \$207,000,000, compared with less than \$8,000,000 a year ago.

Silver imports during March totaled \$6,000,000, compared with \$4,900,000 in February and \$6,200,000 in March last year. Exports of silver for the month amounted to \$7,900,000, against \$6,800,000 in February and \$8,300,000 a year ago.

Commenting on the March trade Mr. Hoover pointed out that the import figures for the month were the largest for any month since 1921 and the export totals were the greatest for any March in three years. The increase in imports he attributed largely to raw materials, which, he said, was indicative of the sound economic condition of the country. The advance in exports was believed to be largely due to increased shipments of partly manufactured articles, as the movement of wheat and cotton was not unusually large during March.

European Trade Gradually Improving

A gradual but widely extended improvement in general economic conditions in Europe during the last few months was reported in a statement recently to the Chamber of Commerce of the United States by Basil Miles, American administrative commissioner of the International Chamber at Paris.

Mr. Miles warned that "political problems still exert their influence and not least among them is the continued and still unsolved question of Interallied debts."

Favorable trade balances, he said, were shown in France, Egypt and Czecho-Slovakia. In the latter country, he added, this situation was now to be "capped with a measure to establish a national bank of issue, with a view to stabilizing and facilitating the currency situation."

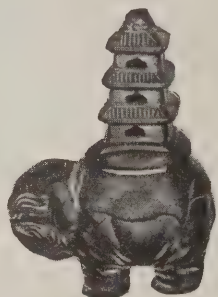
Despite a temporary increase in unemployment in the British Empire, he asserted that the "general posture of trade looks distinctly better," while in Italy business seemed not only to prosper, "but to reach out with energy and enterprise into new fields." The recovery of the railways under reorganized management, he declared, "shows amazing results."

The working of the Dawes plan in Germany, he reported, "seems to continue its successful upward trend," while conditions in Denmark were described as good.

Although reports from Austria indicated that it "once again is in the midst of an economic crisis," Mr. Miles found "several mitigating features which indicates that the existing situation is incomparably less grave" than in 1922. The most encouraging factor in Austria, he said, was the establishment of Austrian currency on a gold basis.

A perceptible slowing down of activity in the Belgian textile industry was noted in the statement. Jute spinning and weaving, however, he said, have not been affected.

FOR SUMMER HOME AND PORCH



Help your customers make their Summer homes more attractive. The items illustrated are taken from the Eight New Illustrated Price Lists which are now ready for distribution. In them you will find many things of interest.



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Parasols

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Lacquered Trays

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NEW YORK



CAUGHT IN THE NEWS NET



LAZARUS & ROSENFELD, the well-known importing house, have inaugurated a policy which is an exceptionally well advised one. They are planning for G. S. Fisk, credit manager, to make what they call a "hand shaking" visit through the Metropolitan district and later on Julius Rosenfeld, of the firm, will make a similar trip through the country. This is a splendid idea, as there is nothing so creative of goodwill between customer and producer as personal contact. The good fellowship and better understanding developed by such contact breeds closer co-operation between the individual concerns participating, which in turn makes for a better business feeling in general.

W. L. Orme, vice-president of the Cambridge Glass Co., Cambridge, O., is expected at the New York office of the concern today (Thursday), on his return from the Lexington-Concord Celebration in Massachusetts. He is accompanied by Mrs. Orme.

David Courtney, son of Dr. D. H. Courtney, head of the Economy Glass Co., Morgantown, W. Va., came to New York Tuesday and stopped in to see D. King Irwin, the company's New York representative. Mr. Courtney, with his brother, Joseph, who is a student at the Harvard Law School, came to New York to meet their father, who, with Mrs. Courtney and their daughter, arrived from a South American trip. They returned to Morgantown Wednesday.

J. C. Kelly, factory superintendent and W. C. McCartney, secretary of the Cambridge Glass Co., were in New York Friday, conferring with the concern's New York representative, O. C. Graham.

Leo Sullivan, G. W. Guth and Mr. Boothby, with the Dohrmann Commercial Co., returned to New York, Thursday from a trip of four or five days to Boston.

E. Torlotting, importers of glassware and art pottery, at 35 W. 23rd St., New York, are now E. Torlotting, Inc., the transaction having been completed about April 1st. Members of the corporation are E., G. and M. Torlotting.

W. A. Ricker, buyer of china and glass for the L. S. Donaldson Co., Minneapolis, Minn., arrived in New York Tuesday to remain till the end of the week.

H. Siegal, head of the import department of Nathan Straus & Sons, Inc., New York, is still confined to his

home by the serious illness with which he has suffered for several months. We are glad to report, however, that Mr. Segar is slowly recovering.

It has been announced recently that the controlling interest in Neumann & Dannemann, Inc., Philadelphia, has been purchased by Simon Dannemann and that the business will be run under his active management. The name of the concern has been changed to Dannemann & Co.

Ulysses Skelton, associated in business with Frederick Skelton, New York, returned Friday from a week's automobile trip through Baltimore, Washington and Virginia. He reports a very enjoyable vacation.

Arthur Renz, with Herman C. Kupper, Inc., returned last week from his Western trip. He left immediately for a two or three weeks' trip to Canada.

Leon Sultan, with Nathan Strauss & Sons, Inc., left last week for his trip through Pennsylvania, Maryland, Delaware and New Jersey.

Reuben Haley, formerly general factory manager of the United States Glass Co., Pittsburgh, Pa., was in New York for two or three days last week.

R. E. Wells, with Nathan Straus & Sons, Inc., is now in Texas. He is expected back in New York in a few weeks.

H. J. Smith, of Phillips, Thistle & Smith, Inc., left Monday night for a short trip to Philadelphia, Baltimore and Washington.

O. M. Dixon, with Herman C. Kupper, New York, returned from his spring trip Monday.

S. Karpen & Bros., 111 W. 37th St., are enlarging their warerooms to more adequately meet their needs.

Donald Miller Heads Trade Committee for Salvation Army Appeal

Donald M. Miller, of Madock & Miller, Inc., has been made chairman of the special committee for the china, glass and lamp trades, for the 1925 Home Service Appeal for funds for the Salvation Army Maintenance Fund.

Did You Ever Stop to Think

By E. R. WAITE

THAT the selling of quality merchandise by truthful advertising means selling satisfaction.

That advertisements give the people a particular chance to know about new things that are unusually appealing and of exceptional value.

That all extra good buys in the way of special bargains are always advertised.

That persistent advertisers extend a message of welcome. They are proud to have the opportunity to show their customers what quality and service means.

That a business that does not give quality and service won't last long. A business that does not serve the community well, is soon known as a dead one and people trade elsewhere.

That it is only the goods of known value that retain the confidence of the buying public. Goods of uncertain value are in no demand.

That quality is a prime necessity in merchandise. "Just-as-good" is a source of peril to any concern selling it. Customers must be not only satisfied at the time of buying, but for a long time afterwards.

Business concerns that are persistent, truthful advertisers create in the minds of the public favorable opinions toward themselves.

Other members of the committee are Kennard L. Wedgwood, of Josiah Wedgwood & Sons, of America; L. S. Hinman, of Theodore Haviland & Co.; William S. Pitcairn, of the Wm. S. Pitcairn Corp., and J. Duncan Dithrich with Bryce Bros. Co.

In a letter asking for the trade's support of the good work being done by the Salvation Army, Mr. Miller says:

The Salvation Army is doing our work among the poor and afflicted of New York, the work we haven't the time or machinery to do. The annual budget for maintenance in more than fifty institutions and activities in the Greater City, will be \$523,000 for the coming year. This budget has been approved by the Citizens' Advisory Board headed by Mr. Henry W. Taft and every dollar of the money raised in this appeal will be spent in New York. The beneficiaries include not only the poor families of the slums, but the homeless, the unfortunate girl and the waifs found on somebody's doorstep.

Dr. Shively Elected Director of Drakenfeld & Co.

At the recent annual stockholders meeting of B. F. Drakenfeld & Co., Inc., the well-known manufacturers and importers of chemicals, colors and materials for

pottery and glass factories, whose main office is at 50 Murray St., New York, Dr. R. R. Shively was unanimously elected a director of the company.

Dr. Shively has been associated with the Drakenfeld concern for about three years as chief technologist for the company, being in complete charge of all the firm's technical business. He makes his home at Washington, Pa., which enables him to keep in direct touch with the company's works in that city.

Pottery Industry Loses Notable Character In W. S. George

In the death of W. S. George, of the W. S. George Pottery Co., East Palestine, O., the generalware industry, has lost one of its most noted characters. This is admitted by the entire trade. He built up an organization, however, that will carry on, and the policies of the founder of the company will be carried out in every detail.

Mr. George was, strictly speaking, a self-made man. His success as a generalware manufacturer was also of his own making. In the management of his four plants he surrounded himself with the very best talent, and by so doing the future success of his enterprises is assured.

Mr. George was one of those young men of the yesteryear who was keen to grasp opportunity. He was always looking forward to greater things, and it is because of the following of this thought that he succeeded in building a business that has been successful from the beginning.

The name of Mr. George as a generalware manufacturer was widely known in every state in the Union. It will not be forgotten.

Exports of China from United States

Department of Commerce reports that domestic exports of china and porcelain ware, from the United States by countries for February are:

Countries	Table, toilet or kitchen ware		Other china and porcelain ware	
	Pounds	Dollars	Pounds	Dollars
France	433	250	126	180
Germany	287	123	—	—
Spain	40	25	—	—
United Kingdom	243	350	—	—
Canada	5,684	2,062	31,941	5,421
Panama	502	145	1,045	108
Mexico	4,406	1,509	1,572	353
Newfoundland & Lab....	—	—	69	27
Bermuda	438	150	410	70
Other Brit. W. Ind....	200	61	264	74
Cuba	2,958	762	870	493
Dominican Republic	—	—	125	17
Dutch W. Indies	—	—	60	12
Haiti	—	—	168	44
Virgin Islands of U.S....	338	48	62	50
Argentina	—	—	90	80
Chile	351	262	—	—
Colombia	270	127	785	49
Venezuela	—	—	56	26
British India	—	—	25	13
China	—	—	19	51
Philippine Islands	412	118	1	6
New Zealand	—	—	120	58
Total	16,562	5,992	37,808	7,132



For Spring and Summer

There is a smart new iced tea set, featuring tall tankard jugs with the popular "Feronese" (patented) tumblers, in cool, refreshing colors. Another of sparkling green in a spun spiral optic effect, with welt bottomed handled tumblers. Still others in distinctive combinations of colors.

Salad plates, so essential at this time. Thin blown, clear, finely finished . . . in correct colors.

Solid case lots at New York, or from open stock. Our salesmen, now traveling, will be glad to show them to you. Or see them here, with their many attractive neighbors.

Graham & Zenger Inc.
104 Fifth Avenue, New York

No Cause for Alarm in Business Outlook

What does the immediate future promise to bring for American business? B. C. Forbes, thenoted financial authority, and editor of *Forbe's Magazine*, does not view the outlook with alarm.

"The net of the whole matter," says the writer, "is that business is moving along at a steady, unsensational, but not discouraging pace, that money and credit conditions are thoroughly sound, that inventories are of reasonable proportions, that political prospects are entirely satisfactory, that the railroad outlook continues inspiring, that labor is well employed at wages representing practically the best purchasing power ever known, that the fall ingrain quotations at this late day means little to most farmers that nothing has occurred thus far to arouse uneasiness over the 1925 outlook, that our foreign trade is moving encouragingly, that the European situation is distinctly on the mend, and that, in short, there is distinctly more reason for expecting better times than worse times."

The K. & N. Company, located at 26 Twelfth Street, Wheeling, is reported to be adding a complete line of china and glassware to their already large stock of automobile accessories and tires, to be offered to the public in accordance with their established cut price policy.

Checking Parcels



while you shop."

Checking can be done by your cashier at some special department of your store or you can employ a girl to take charge of the checking, and give her a special vacant space to use for storage of the checked parcels.



ON special sales days or on busy days and evenings of the week you can offer a service, appreciated by shoppers, by checking their heavy bundles. Have signs lettered "Check your heavy parcels with our cashier

Prices Average 158.1% of the Pre-War Level

Prof. Irving Fisher, of Yale University, announced that last week's prices averaged 158 1-10 per cent of the pre-war level. The purchasing power of the dollar was 63 2-10 pre-war cents. Crump's index number was 155 5-10.

Index numbers of the last five weeks follow:

	Fisher	Crump
April 4.....	157.1	156.7
March 28.....	160.6	158.1
March 21.....	162.2	158.9
March 14.....	163.4	160.7
March 7.....	164.1	161.7

Smith Ceramic Studios, Inc.

901-9 Monroe Ave., Rochester, N. Y.

Originators of

**Unusual Creations in Decorated
China and Glassware**

Salesrooms

NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg

BOSTON
Wilgus-Good Co.
10 High St.

Also Displays at

Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia

Bush Terminal Sales Bldg.
140 W. 42d St.
New York

HEWEL & CO.

BERLIN, GERMANY

Manufacturers of

**German China in Plain and Decorated
Tea and Dinner Sets**

Representatives
The Geo. Ross Co.
11 W. 17th St.
New York
New England States

Representatives
Ruth & Tiedeken Co.
16 N. 6th St.
Philadelphia, Pa.
Pennsylvania
New Jersey
Southern States

Representatives
J. F. Coffman
237 So. Wells St.
Chicago
West and Middle West

To Meet Price Competition

"When the merchants of a community can be made to realize that their problems are the same, and that a solution that will help one will help all, destructive competition will end," declares A. L. M. Wiggins, president of the J. L. Coker & Co. department store, Hartsville, S. C., in the current issue of the *Carolina Retailer*, the official organ of the North Carolina Merchants' Association.

Local competition he describes as being of two types: "The first is the competition of the man who does not know the facts about his business and is willing to sell goods below a fair mark-up. He thinks he is making a profit when he really is not. It is sad commentary on the retail business when we say that this class includes many merchants of the South. It is difficult to compete with such men."

The only way to compete with the "cheap-price merchant," he points out, is to compete with him. Merchants have got to recognize the cheap merchandise demand and its legitimacy.

"Large numbers of our people have meager resources. They must stretch their funds as far as possible. And no matter how powerful your arguments may be as to the merits of a \$10 wool sweater the man who has only \$1.50 with which to keep himself warm must be able to find as much warmth as he can buy for that price. If you cannot take care of him, the price merchant will.

"If you want the trade the price merchants gets, open a

department for price merchandise. This section should be separated completely from your principal stock."

Service Aids Sales

The importance of service as an aid to selling in the home market is well recognized. We are buying less and less the intrinsic commodity and more and more the serv-
quality of service is often keener than rivalry for more quantity of orders.

The service idea is now developing in American foreign trade also and promises to become a deciding factor in giving American equipment preferment in highly competitive markets. Foreign exporters and their representatives are quick to see the vital importance of service and are trying to outdo the American salesman in many world trade centers. Although the service rendered by certain of our European competitors is reputed to be superior to ours, the American manufacturer is fully capable of taking care of service requirements in foreign markets as well as in his domestic business. The situation in an important trade center of South America illustrates this point.

In this market certain types of American machinery are in great favor. Purchases are rarely made without studying American offerings and quotations. Preference is often given to American machinery even when the prices are higher. Although the market is one of the most highly competitive in the world, practically all of certain mill equipment installed during the past three years has been of American manufacture. The reasons given for this decided leaning toward the use of American machinery are these: Quick deliveries, adequate packing insuring the safe arrival of goods, and the rendering of technical service in the installation and operation of equipment. One American manufacturer has a special expert detailed to serve on the staff of his representative in the market. Mechanical attention to the machines installed and advice regarding their operation are thus available immediately.

A similar tendency in favor of American products in other foreign markets will follow when the American idea of service reaches as high a development abroad as it has at home.

Inducing the Customer to Return

The store that does a big business on a charge account or credit plan will be interested in the Banner Furniture Co.'s plan of getting the customer to call again. When an account has been closed, a letter is written that appears to be personal and a certificate is enclosed that is good for a credit of one dollar on any piece of merchandise in the store. If the customer has been pleased with her transaction, it is reasonable to suppose that she will not tear up a piece of paper worth one dollar. There is a time limit placed in order that the customer may use her credit continuously. The management feels that this little idea has been instrumental in opening many additional accounts that might have gone to competitive houses.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



SO far as the flint glassware trade is concerned, seasonable merchandise seems to be in better request than for some weeks. Buyers have begun to specify goods for the summer season in rather liberal volume, while a decline in orders is noted in particular items the best demand for which is during the winter period. Lighting glassware is in moderate demand, but orders for this line are not as heavy as they generally are during the fall and early winter season. This situation is just as the manufacturers have anticipated. There is a very good movement reported in some of the novelty lines, and this demand is expected to continue for some months to come. In a little while will come the commencement season, when there is always a rather active call for merchandise for gifts. Blown and stemware is in rather active request, and many factories featuring this line are doing a good business. The light cut and etched patterns and the coin gold decorated lines are selling well, and so far as factory managers are concerned, they hold the opinion that these lines will be in steady movement throughout the summer period. Hotel glassware is steady, and increased business is being received by the manufacturers for the full soda fountain and soft drink line of glassware.

The larger mail order houses have been interested of late in receiving prompt shipments of their specifications, all of which gives indication that the rural trade is buying in liberal quantities. One of these concerns is extending its business by opening additional warehouses and distributing stations, and this means that additional stocks of glassware will be required from the manufacturers. At Dallas, Texas, the Sears-Roebuck Co. will open a new retail store, while the Montgomery Ward Co. is planning additional distributing stations. The opening of these additional merchandise outlets means that the glass manufacturers are bound to secure additional business.

According to reports received in Pittsburgh this week from Indianapolis, Ind., the Co-Operative Glass Co., whose plant at Mt. Vernon, Ind., was recently destroyed by fire will erect a new factory at Corydon, Ind. This concern has been in the chimney business for many years, and its factory was destroyed by fire soon after the shop resumed operations this year.

The plant of the Penn Cut Glass Co., located at Prompton, Pa., which was recently destroyed by fire will be rebuilt, according to word received by the trade.

At a meeting of the board of directors of the United States Glass Co., held a few days ago, a dividend of 25

cents per share as a quarterly dividend was ordered paid April 30 to stock of record as of April 24. All factories of this company are on a rather active production basis, and it is pointed out that the outlook for steady operations throughout the next two quarters are most encouraging.

The United States Circuit Court of Appeals, sitting at Philadelphia, Pa., has ordered the Thatcher Manufacturing Co., Elmira, N. Y., to relinquish control and ownership of the Essex Glass Co., Mt. Vernon, O.; the Travis Glass Co., Clarksburg, W. Va.; and the Lockport Glass Co., Lockport, N. Y. These interests were absorbed recently by the Thatcher company in a deal involving about \$3,000,000. The merger is declared to have been in violation of the Clayton anti-trust law.

Wholesale druggists and confectioners have been rather liberal buyers of the soda fountain line of glassware during the last few weeks, and as a result some of the factories in the western territory have received considerable new business. Some special items have been introduced in the line this season, and these seem to have had a very good sale. The staple items, of course are in steady request.

The colored glass line of plates as developed this season by the Co-Operative Flint Glass Co., Beaver Falls, Pa., has had a fair sale this season than at any previous time. The triangle display rack suggested to buyers by W. A. Reaper, sales manager for this company, has had much to do with the increased sale of the line at retail, it is declared. This particular display rack is so designed that all sizes of plates are shown at once, the customer thereby getting a mind picture of every item in the line, also all colors.

The Thompson Glass Co., Los Angeles, Calif., proposes to make improvements to its factory at a cost of not less than \$23,000. A new factory building is to be erected and additional machinery installed.

The Dunbar Flint Glass Co., Dunbar, W. Va., manufacturers of decorated stemware and tableware has taken over the plant and equipment of the Pennsylvania Glass Co., manufacturers of lighting glassware. This business deal will give the Dunbar Company a much larger and more varied line than it has ever had before.

Continued improvement in the demand for its line is reported by the Bartlett-Collins Glass Co., of Sapulpa,

(Continued on page 30)



WHAT THE POTTERIES ARE DOING



SOME slight improvement in the demand for generalware was reported in the East Liverpool district this week. The demand for merchandise from agricultural districts continues to hold up, and in fact better than from some of the industrial centres. The movement in dinner sets is from fair to good with some manufacturers, while with others the demand for open stock dinnerware is in the lead. It all depends upon what line of merchandise the different firms are pushing. Some carlot business is being received, but this in the main is confined to the bookings by the larger plants. The jobbing interests are booking carlot orders. Semi-porcelain hotel ware is in fair request, although it is declared there is room for improvement in the demand for this line. The restaurant and hotel jobbing trade in some sections have been carrying only fair stocks and there has been little tendency to anticipate very large future requirements.

During the annual convention of the National Brotherhood of Operative Potters, which will be held in Atlantic City in July, no action will be taken this year that will have to do with any change or alteration in the existing wage scale in the generalware industry. The agreement signed by the principal interests has another year to run. One salient proposition the Brotherhood convention will consider this year is that which suggests a change in the constitution of their organization so that national officers will be elected in convention instead of by a referendum vote of the trade as is now the rule.

A rather fair demand prevails this season for art pottery according to the manufacturers of these lines. Buyers of art pottery are continually looking for new creations, and the manufacturers therefore are always active in filling these wants of the trade. The art pottery line of a few years ago has in many instances been discarded and new designs have come into their place. Gift shops, department stores, jewelers and florists are continually looking for "that" new item, with the result that all lines placed on the market last January are in very good movement.

The three kiln pottery at Santa Clara, Calif., which was designed for the manufacturing of generalware has been converted into a sanitary shop. When this company was being formed, a very attractive business proposition was presented investors, but after the plant was built, financial troubles set in, and the property was sold at public sale. For a time it was believed that certain generalware interests would secure the plant, but because of certain California laws, the property was knocked down to other bid-

ders who are actively engaged in the manufacturing of sanitary ware on the coast.

There is not likely to be many additions made to the generalware industry this year, according to reports heard in the East Liverpool district, it being pointed out that the present kiln capacity is quite sufficient to care for all requirements of the trade. The erection of a new plant by the Steubenville, O., Pottery Co., is the only new pottery now contemplated. The Mt. Clemens Pottery Co. is to add an additional tunnel kiln. In the former instance, the Steubenville interest is merely erecting a new plant to take the place of its present factory.

H. G. Carmichael is at the head of the Cincinnati (O.) Tile and Pottery Co., which has just been formed. Associated with him are Charles W. Baker, Jr., Frank R. Rhodes, George S. Haydock and William T. Bahlman.

The Mt. Clemens (Mich.) Pottery Co., of which Charles E. Doll is general manager, and which is controlled by the Kresge Syndicate interests has awarded the contract for the erection of a Harrop tunnel kiln. Before going to Mt. Clemens to take the management of this plant, Mr. Doll was associated with the W. S. George interests at East Palestine.

The life and work of Walter Lenox has been issued in book form, and his association with the plant of Lenox Inc., is fully and interestingly described therein.

The plant of the Summit China Co., Akron, O., is operating on a full production schedule, or six days per week. This schedule has been maintained for quite a period, it is reported here.

The Art Pottery, formerly located at Zanesville and operated under the management of John Lasalle, formerly of East Liverpool, but now located at Newark, O., is now on a production basis. An entirely new line of art goods is being featured by this plant, both in designs and in glazes.

Information has been received that the Cascade China Co., Portland, Ore., proposes to erect a new warehouse as an addition to its plant at an approximate cost of \$5,000. While this improvement is in progress, the company also proposes to make factory extensions, so that a greater production will be possible.

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Delicacy of Color and Line Featured in William G. Mueller's New Dinnerware

MILADY'S taste in dinnerware runs the gamut of color emotions from the more delicate pastel shades to those of a vividly flamboyant character and, whatever the desire of her heart may be as to the color and design, it may be found in the New York market. The delicate tints and gracefully worked out sprays always find favor, and one pattern which is new and particularly charming in its originality of treatment is being featured by William G. Mueller, Inc., 49-51 W. 23rd St., New York. This has gold edge and half matt handles and knobs and is characterized by a lovely floral spray employing only the most delicate tints. The spray motif is entirely new in arrangement and very graceful. There is one large spray which trails down from the rim to the center of the plate. It consists of three five-petaled flowers, pale pink shading into yellow with touches of yellow and green in the centers. Trailers reach out in three directions from the central group. One along the rim has half open buds, tiny yellow flowers and pale green leaves. Another on the opposite side of the three central blossoms reaches out on the rim and drops off a little into the center with its one pale pink flower and clusters of forget-me-nots. The long spray in the center combines the larger pink blossoms and tiny yellow clusters with green vines. Smaller groups employing the same flower clusters alternate with small sprays of yellow flowers or forget-me-nots. The chief charm of this pattern is its delicate coloring and novel treatment of the flower sprays. Another new pattern which is most splendidly adapted to the shape on which it is used consists of a new border, in tan and white geometric design broken by panels with sprays of red roses and green leaves on a blue ground. This design is neat and trim in effect and should make a strong appeal.

New Designs in Glassware from the Libbey Factories

Glassware of distinction adds the final touch to the particular housewife's table. It is a necessity, not a luxury and the buyer is always on the lookout for glassware for long service as well as beauty. The Libbey Glass Manufacturing Co., Toledo, Ohio, have on display in their new showrooms in the Fifth Avenue Building, New York City, some lovely specimens of rock crystal tableware decorated in exclusive new designs, with new flutings and fancy stems. These are replicas of old English designs reproduced for the first time with Safe-Edge principle. The flutings extend half way up the glass and the rest is decorated in delicately traced bands or all over designs, some suggesting a thistle motif. In addition to the rock crystal numbers there are ten new numbers of Safe-Edge

table glassware with new shaped bowls and new flutings, narrow and wide, and narrow, wide and Venetian optics.

Taiyo Trading Co. Showing Quaint New Tobacco Jars

Taiyo Trading Co., Inc., 101 Fifth Ave., New York, are importing some unique tobacco jars in quaint models. One takes the form of a funny old man with bald head drawn out to form a knob. All about the body of the jar are grotesque faces against a backed ground of draped Japanese robes in gay colors, green, Chinese red, etc. Another shows the head of an old man with a twisted face and large ears with bald head, on which perches a bee to act as a handle. The man's face is flesh color and he wears a purple band draped about his forehead, giving him a rakish appearance. Another shows the body of a Japanese dog with fore paws up in the air. He is blue, a delightful shade, and wears a gay red and yellow collar. There is also a wise looking old owl in brown tones with grayish breast, a green pig with a large fly on his back and a white elephant with tiny rider sitting cross legged on a gaily colored saddle. These are all interesting and appeal to the lovers of the unique. Another offering of this concern is a sweetmeat set with center dish and five oddly shaped dishes all in a black lacquered box to fit. Each piece is decorated with a water scene with tall palms. There are also other sweetmeat sets smaller and in different decorations.

Maddock & Miller Showing New Dinnerware

Maddock & Miller, Inc., 49-51 W. 23rd St., New York, are featuring some new dinnerware in the Pagoda shape, with octagonal effect and new and original decorations. One design comprises panels in a deep blue and white conventional motif, alternating with a flower spray panel in white, deep red, pale pink and green leaves, with blue bands and gold edge. The same pattern is also worked out in orange as the predominating hue with deep blue bands and deep red blossoms, also tan and white with deep red flowers. Another pattern, the Arragon, is an adaptation of the Indian Tree motif, showing a large spray with pheasant-like bird in deep blue, vivid green, red, yellow. This is the center decoration and it reaches here and there on to the rim with gay butterflies and blossoms scattered about. A band in red blue panels with touches of gold completes this lovely design, which comes also in less vivid colors with blue predominating and scalloped design on edge. Rich and bold as some of these new numbers are they are beautiful and artistic in their harmonious blending and contrasting of colors and are sure to appeal to the buyer who is looking for quality merchandise of distinctive character.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

IT pays to have one or two quaint reminders of the past to trot out in your shop windows now and then. In the windows of Jones, McDuffee & Stratton's store is a mammoth tea pot with the name of the donor, Alfred Meakin, and the year 1889, inscribed on it. Among some Toby jugs and steins is a picture of the corner of Franklin and Hawley Sts. as it looked in 1870. *The Evening Gazette* was published on the site of the present store. Going back a little further are two Boston Theatre playbills of 1848 announcing Booth in Richard III and a forgotten comedy. The Boston Theatre was at Federal and Franklin Sts. where the firm later had a store. Earliest of all is a letter to Otis Norcross & Co., from Brownhill's Pottery, England, dated Oct. 9, 1832. The firm was then four years old.

A new housefurnishings department has been installed at Folsom's, Inc., department store, 872-884 Elm St., Manchester, N. H. It will handle kitchen furnishings, china and glass. E. K. Crosskill, the buyer, was formerly with W. G. Reynolds Co., Burlington, Vt. Folsom's is controlled by Mr. O'Gorman of the O'Gorman stores in Providence and Pawtucket.

William Huntoon succeeds to the firm of Libby & Huntoon by the retirement of his partner, Roy T. Libby, who has gone into a leather sport coat manufacturing concern in Malden. Mr. Huntoon will continue as agent for the factories represented by Libby & Huntoon, and will continue to make his headquarters at 99 Bedford St.

The Bard Art Co., New York, will trim off their Boston branch, started last December at 82 Hawley St., as soon as the store can be sublet. Their salesmen will travel through New England, as formerly making New York their headquarters.

Business is better in New Hampshire, though still quiet in Maine, according to James H. Turner, who recently made a trip through those States. The roads about Portland have been bad, holding back retail business there.

The lotus flower, which has been used by the Westmoreland Glass Co. for a variety of purposes, generally with satin finish, now adorns a dainty candy jar. The colors are green, white, blue and white or blue with pink tips to the petals. The Westmoreland goldfish bowl bears several new decorations, one of which is a ship in black and orange enamel. Both are to be had through H. P. & H. F. Hunt Co.

Jordan Marsh Co. have purchased their annex at 43-51 Chauncey St., with wide frontage on Avon and Bedford streets, from the Francis Beal Real Estate Trust, Howard Stockton, Charles Francis Adams and Allan Forbes, trustees. The 7,900 square feet of land are assessed at \$434,500 and the land and building together at \$658,000. The original building, long occupied by Jordan Marsh Co., is eight stories in height, and the proposed addition of two more stories will give it a total of about 80,000 square feet of floor space, all to be used for kitchen furnishings, china, glass, art pottery, statuary, lamps, furniture, pictures, toys, rugs, leather goods, books and gifts.

The 1925 edition of the *Directory of Local Commercial Organizations in New England* contains information from more than 200 organizations. It is issued by the Boston Chamber of Commerce.

Mrs. Anna Lennon Fitzgerald, once a buyer of china for Walter M. Hatch, died at her home in Dorchester last week after a short illness. She was born in Roxbury thirty-nine years ago. Her mother was a sister of John L. Sullivan. She leaves her husband, John L. Fitzgerald, a baby daughter and several brothers and sisters.

A five-foot steamship model of wood in the window of Morandi-Proctor Co. reminds passers-by that the house supplies steamships as well as hotels and institutions.

Tuesday was the ninetieth birthday of the Paine Furniture Co. In 1835 Paine and Shearer started a "Sofa, Bureau and Chair Manufactory" at Friend, Market and Canal streets. Eleven years ago they moved their retail building to Arlington St.

Recently established shops are: Mrs. Jacobs, 175 Tremont St., Boston, gifts; The Green Dragon, 10-12 Dedham St., Needham, gifts; M. F. Flewelling, Inc., 33 Newbury St., gas and electric fixtures; The F. & D. Lighting Co., 174 Friend St.; P. F. Carey Co., 380 Washington St., Brighton, furniture; H. J. Levy Hardware Co., 1395 Washington St.

Mr. and Mrs. Horace P. Hunt have announced the engagement of their daughter, Miss Doris Hunt, to Harold Munsell Worthen, of Springfield, Mass. Miss Hunt is a graduate of Boston University. The wedding will take place early in June.

J. P. Lawrie is in China, picking up Oriental things for
(Continued on page 30)

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers
of Lamps, Shades and Their Accessories

By BEATRICE MILLER WISNER

Characteristic Lamps From The Pittsburgh Lamp, Brass & Glass Co.

THE beauty of lamps, shades, torchiers, lighting glassware and distinctive designs in brass lamp fittings, bases, etc., is shown in the illustrations herewith from the Pittsburgh, Lamp, Brass & Glass Co., Pittsburgh, Pa., with showrooms at 61 West 23rd St., New York. The extraordinary coloring in



scenic effects, showing lovely rural scenes of woodlands, and water views with streams in their natural environment, brings out the full glory of nature so perfectly and visualizes prospects so minutely in all their splendor, that there is little left in the picture for the imagination. The highly artistic conception of the decorations of the shades which are in harmony with the exceptionally fine lamp mounts is an achievement in glassware treatment of the finest type. Novelty in design is the firm's constant thought and the new lamp models are revelations in excellent construction and decoration from the hand of skilled artisans. Table lamps, torchiers, and lighting novelties are constantly being produced by the firm in attractive designs and decorations which are suitable for dining room, boudoir, den, hall, living room or any other room where a distinctive element of interior furnishing is the predominant thought. The durability and practicability of the Pittsburgh, Lamp, Brass & Glass Company's products has long been established and new models are only demonstrations of practiced art in lighting specialties that has sustained the concern's enviable reputation.

Distinctive Trimmings and Novelties

The artistically adorned lamp shade will always find a place in the unique cottage, as well as the palatial residence, and it is only a matter of selecting the most appropriate trimmings in order to further popularize the silk lamp shade. The beautiful metallic brocades, fringes, ornaments, guimpes, galloons, laces, allover, flowers, flower trimmings, and decorative novelties shown by G. Hirsch Sons, importers, 417 Fifth Ave., N. Y., are choice importations for the adornment of the modern silk lamp shade. These unusual trimmings so well adapted to every type of shade that rejoices in its ornate beauty, have a special favor with the newest models for coming seasons. A large assortment of trimmings in a variety of colors, tinsel effects, and original creations are on view at the firm's spacious showrooms at the above address, with a comprehensive collection of exquisite decorative novelties, which are compelling and enticing in their beautiful construction and fashioning.

Morimura's Lamp Department Shows Beautiful Models

The fascinating and artistically arranged lamp department of Morimura Bros., Inc., 53-57 West 23rd St., is a revelation in beauty, exhibiting splendid examples of lamps and shades in many new shapes and decorations. Table, boudoir and small incense lamps are exceptionally well placed on tables covered with black velvet which is a splendid idea in giving the highly colorful shades and bases a forceful setting. Beautiful gold and black Chinese mounts, and lamps with gorgeous shades in oriental trimming effects, black porcelain lamps with black beaded shades decorated with birds of paradise in their natural gay plumage and others with large flower and leaf decoration, are a pronounced and extremely artistic design against the black background. These are among the distinctive assemblage of table lamps. Pottery candle lamps, with flaring parchment shades in black, yellow, blue and red, with mounts decorated to match are unique and pleasing in lighting effect. Small oriental figure lamps, combining a lamp and incense burner, have bewitching little canopy shades just suited to this type of lamp novelty. Other very attractive table lamps are of black porcelain with raised floral decorations. These have black parchment shades with butterfly and floral designs. The entire department speaks the experience and highly artistic temperament in lamp and shade construction, which characterizes the firm's products, and is an interesting exhibition of compelling luminators.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THE trade in china and glassware in a wholesale way during the past week has been quiet. Retail stores who bought merchandise during January and February are now buying only small lots of "fill-ins" and at the same time are taking in their stocks ordered earlier in the year. Some, in the wholesale end here, report that the buyers are in need of merchandise in the china and glass departments of the bigger stores, but that new orders are not being passed by the merchandise managers. This condition is traced to other departments of the stores where it is learned that the Spring and Eastern business, especially on ready to wear clothing was not up to normal. As a result an economy of buying has effected all departments of the stores. A canvass of the situation will reveal the fact that the Chicago department stores, however, have good stocks of dinnerware on hand and that the stocks of glassware are fair. A steady improvement is looked for during the coming weeks with the volume of buying reaching a good proportion by the middle of June.

Chicago retailers this week continue to push for

sales of housefurnishings and garden needs and have reduced their offerings of specials in the china and glass lines. The latter is due to the approach of the moving season and the added opportunity for sales of glass and china items following Moving Day, May 1. Among the specials offered by the Chicago stores this week were: Mandel Brothers had gold band encrusted glassware in bowls, vases, goblets, etc., priced at \$1.50 per piece, 50 piece dinnersets of semi-porcelain with coin gold handles and border decorations at \$14.50 and 35 piece breakfast sets of semi-porcelain at \$6.45. Several specials in lamps were also offered by this store among them being the "Crinoline Girl" lamp for boudoir use at \$1.25. Carson, Pirie, Scott & Co. had an unusual value in green glass sets consisting of six each salad plates, sherbets and goblets and one service plate, the combination at \$10. The Davis Store sold 32 piece dinner or breakfast sets at \$3.95 and a special was offered in an ebony glass base table lamp with 16 inch parchment shade at \$5.95. The Boston Store held a sale of 100 piece dinner sets of American Porcelain, festooned shape, at \$15.95 and \$18.95, values formerly selling at \$25.00. Hillman's had 100 piece dinner sets priced at \$35 and 32 piece sets, border patterns, at \$8.95. L. Fish Furniture Co. offered a 5 piece flint glass mixing bowl set at 49 cents.

Information received from the headquarters of the National Housefurnishing Exposition to be held at the Exposition Palace in Chicago June 22 to July 18, indicates that this merchandise show will be larger in the point of exhibitors than their initial show held last January. The dates of the exposition and the place for holding concur with the mid-summer furniture market in the big Furniture Mart Building, when it is practically assured that more than 8,000 buyers of furniture and allied lines will visit the building to do their Fall and holiday buying. Several pottery exhibits have been booked and a number of novelty, woodenware and allied lines are already on the list of exhibitors for the Mid-Summer show at the Palace.

J. A. Jacobson, manufacturers representative with display in the shops building, is showing an extensive line of light cut salad plates with the cuttings on the bottom of the plates rather than the top. This is part of the new samples recently received from Harper J. Ransberg of Indianapolis, and displayed with Mr. Jacobson.

Simon Sorokin, secretary and treasurer of the Uni-
(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and
Dinner Sets on hand at all times
Ready for Immediate Shipment.

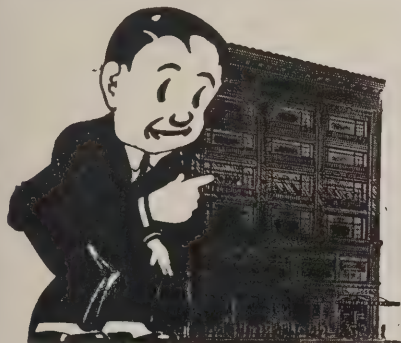
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READY TO SERVE
BUYERS OF
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GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

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Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring
in many dollars

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TO LET

Why not Move In?
Rent at Pre-War Level

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THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware,
Pressed and Blown
Etchings, Cuttings
and Iridescent.

Harry G. Dalzell

Phone

Central 3497

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Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
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EARL W. NEWTON AND ASSOCIATES

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ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

WALTER B. ANDREWS

30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing

MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.

SEBRING, OHIO

CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative

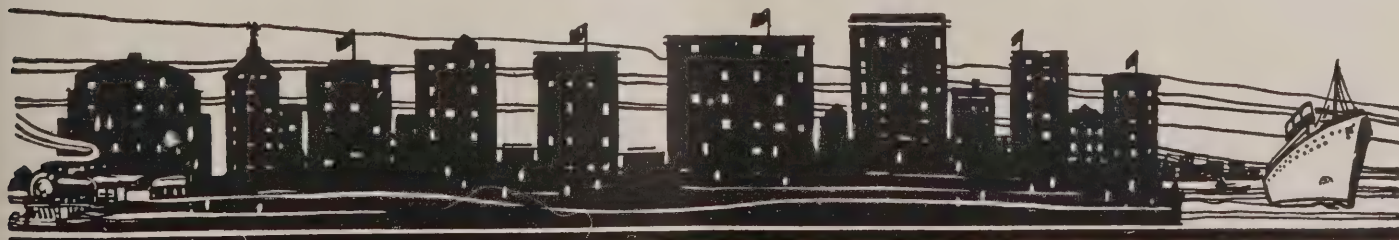
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FURNITURE MART

Phone: Superior 4100

Room 930

This "card" can be made to yield
big dividends. Phone Wabash 860
for rates.



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Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

WANTED—Commission Salesmen (We are manufacturers)—We have certain territory outside of New York and New England open for Commission Crockery Salesmen of experience. Our several plants turn out a strong line of Domestic Dinner Ware and specialties—a diversified line of quality, and can give service that will satisfy your trade and get repeat orders. As a side line ours would prove one of satisfaction and profit. Address P. O. Box 184, East Liverpool, Ohio.

LADY assistant buyer of China and Glassware, in a first class department store carrying a high grade merchandise. Must have plenty of initiative. Please state references and salary expected. Address Box 473, care of CROCKERY AND GLASS JOURNAL.

SALES MEN calling on Hotel Supply Houses and Department Stores Housefurnishing Trade. As side line at good commission. Address Box 474, care of CROCKERY AND GLASS JOURNAL.

POSITION WANTED

YOUNG aggressive salesman, good personality, experienced traveler. Familiar with both china and glassware. Is desirous of associating himself with importer or domestic concern. Address Box 475, care of CROCKERY AND GLASS JOURNAL.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars. Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

The Chicago Market

(Continued from page 28)

versal Lamp Co., Chicago, despondent due to financial troubles and illness, attempted suicide last week by jumping into the Chicago River. He was rescued, however, and when taken to the hospital it was found that his clothes contained \$300,000 in checks and money.

The products of the Western China Works, of Aurora, Ill., are now on display with Dooner & Logan, factory representatives, 39 W. Adams St. The lines includes lustre vases, bowls and fancy pieces and a complete assortment of lustre lamp bases.

DeWitt-Cochrane, LaPorte Theater Bldg., LaPorte, Ind., dealers in china, glass and art goods, are closing out their entire stock and will discontinue business.

Hartman's will open their new retail store, said to be the largest retail furniture store in the world, at Adams and Wabash Ave. on May 1, according to announcements this week. The building work has been completed and interior being rapidly rushed to completion.

Glass Factory Activities

(Continued from page 23)

Okla. This is due solely to the improved conditions in the agricultural section of the southwest. The company is now featuring a general line of table glassware and lamps.

The No. 2 plant of the D. C. Jenkins Glass Co., Kokomo, Ind., is now an entirely automatic factory, and this has resulted in giving the company a greater capacity at this plant than ever before. Two new automatic lehrs have also been installed at the Arcadia, Ind., factory of this company, which has tended to increase the output of this plant. The entire staple line of this company is in good movement, according to Howard C. Jenkins, general sales manager of this company.

The demand for flower vases and flower bowls is increasing rapidly, according to H. Wallace Thomas, secretary of the Diamond Glassware Co., Indiana, Pa. This line is being featured this season in both crystal and colored glass, and several new shapes and sizes have been recently added to the line.

The entire line of the Paden City Glass Mfg. Co., of Paden City, W. Va., has been placed on display in the rooms of Frank B. Tinker, Chicago, Ill. The western territory is now being covered for this factory by Walter F. Jones, according to President David Fisher.

Boston New Notes

(Continued from page 26)

Jones, McDuffee & Stratton. The April number of *The Caravan*, published by their corporation, prints appreciations from retailers in Fall River, Gloversville, N. Y., and Concord, Mass., and Bethlehem, N. H., hotels.

Erving P. Morse, president of Houghton & Dutton Co., who was in the hospital four days after being hit by a trolley car, returned to his home a week ago Monday. It is not true that his skull was fractured, and he is steadily improving, said Miss Barry.

What the Potteries Are Doing

(Continued from page 24)

Following a three months' holiday spent in Florida, George C. Thompson, head of the Thompson Pottery Co., has returned to his desk. Mr. Thompson went to Mt. Dora, Fla., in January as is his custom.

R. H. Macy Buyers to Visit Toledo

Encouraged by the success recently of the "tour of exploration" which twenty-five buyers and other executives of R. H. Macy & Co., Inc., made to La Salle & Koch Company, Toledo, for the purpose of becoming better acquainted with their associated store, another group of



LATEST Ceramic Material Price List No. 25

Have you a copy?

Roessler & Hasslacher Chemical Co.
NEW YORK



**"These Trays Put the Ring
in Spring Business!"**

says MR. AMERICAN

YES, sir! Two wonderful leaders at prices so unusual they bring folks in flocks into your store! Admittedly the trade's biggest sensation!

Be sure to write for our illustrated descriptive folder showing startling low prices for these profit-winners. Hand-some nicked serving trays with hand painted glass centers in natural colors—and beautiful trays with *Sterling Silver* deposit decorations, nicked frames and handles.

Write NOW for details!

AMERICAN TRAY CO.
179-181-183 Wooster St. New York

"SERVING TRAYS THAT SELL ON SIGHT"

The Fourth Annual Chicago Gift Show

will be held at the

Hotel Sherman

August 3rd to 8th, 1925

This is the annual show conducted by the Gifts, Artwares and Novelties Association and will be conducted as usual under the policies which have for the last three years made the success of this great central gift exhibit and have been so satisfactory both to exhibitor and to visiting buyer.

Each year more and more buyers defer placing orders until the Chicago Gift Show at the Hotel Sherman. This year indications already point to an attendance of buyers which will eclipse the attendance at previous events. Arrangements have already been made by a greater number of manufacturers than ever before to exhibit their merchandise at this show.

Desirable space is still available, because of the additions to the Hotel Sherman which will be at the disposal of the exhibiting manufacturers. Write today for detailed information.

4th Annual Chicago Gift Show, Hotel Sherman, August 3rd to 8th, 1925, the great central gift show where buyers can compare values from assembled displays—the event for which volume buying has been reserved.

For information, exhibit spaces, etc., address, The Gifts, Artwares and Novelties Association, 10 South La Salle Street, Chicago, Ill.

twenty-five Macy executives left New York last week for Toledo.

Joseph Mayer, merchandise councillor, had charge of the party, which included A. Propper, New York representative of La Salle and Koch; Paul H. Francke, secretary to the president of Macy's; Gaston Bernier, of Macy's Paris office; R. W. Greve, head of the supply department; Miss A. Kantor, of La Salle and Koch's New York office; Miss D. Smith, fashion adviser, and the following buyers:

Messrs. W. G. Browning, china; J. A. Thomas, silks; H. Gilbrunk, cotton wash goods; F. Banting, hosiery; H. D. Tate, men's clothing; G. Salek, sporting goods; F. Shaw, furniture; H. White, rugs.

Misses A. Simons, dress trimmings; B. Rosenberg, neckwear; H. Bodenheimer, notions; E. Peggio, upholstery; S. Burman, lower priced dresses; L. M. Slack, infants' wear; S. Landau, silk underwear; R. Davis, petticoats and bathing suits; B. Stringer, infants' underwear.

A program entertainment for the New York visitors is being planned in Toledo, a feature of which will be a reception by officials of the city.

East Liverpool, O., center of the American pottery industry, has appealed to the trustees of Ohio State university to establish an extension course in ceramics in the high school there.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Mo-ment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PAUL A. STRAUB & CO., 105-107 Fifth Ave.
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

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Vol. 100

April 30, 1925

No. 18

AS THE EDITOR SEES IT PROSPECTS SEEM BRIGHT

IN spite of the tendency to pessimism on the part of some of the members of the china and glassware trades, business in these fields seems to be holding its own and in some cases even to be doing considerably better for here and there one comes across a cheerful person who says "Business is fine with us, picking up right along" and you see by the pep and air of serenity as well as by the general attitude of the whole office that he or she is not bluffing. A survey of business conditions conducted by the National Association of Manufacturers shows that business and industry in general now and for the summer to be on a healthy basis, a report made public by the association recently indicates.

THE survey reflects the actual business and prospects for the summer, as shown in reports from business and industrial executives from all over the country. The analysis was made, not by economists or others with theories, but by practical business men using only the definite reports, says a statement by the association. The report of the association says, in part: Epitomizing more than 10,000 answers to questions submitted to leading industries throughout the country by the National Association of Manufacturers, and made public recently by John E. Edgerton, president of the association, immediate business and prospects for this coming summer are healthier and on a more stable basis than they have been since the close of the war. Stability has supplanted hysteria and indecision. Production is at a healthy flow, wages are high, employment is on the increase, competition is keen, consumer's prices are lower, and price variations are less severe than a year ago. This condition will prevail for the next few months at least. The country is now going through a purchasing era, not of boom proportions, but of steady persistence that gives basis for unusual confidence.

COMPARED with a year ago, 51 per cent of the reporting industries find the volume of business higher, some of these recording an increase as large as 100 per cent; 30 per cent report that the volume of business remains the same. In about 19 per cent of the industries it has shown a sluggishness or a general falling off. Better buying has enabled some manufacturers to reduce wholesale prices as much as 10 per cent, while many others have made cuts of from 2 to 8 per cent. For the immediate summer prospects are bright or stable in 93 per cent of the industries—in detail, 8 per cent of them report summer prospects as excellent, 47 per cent report them as good, 38 per cent class them as fair, and only 7 per cent have misgivings for the usually slack period.

THIS favorable condition has been brought about by a more natural leveling of production to demand, with some caution against overstocking, and to some appreciable degree by the reductions in personal taxes, which have released millions of dollars for the purchase of near luxuries and even necessities that had been foregone by hundreds of thousands of persons in order to meet their tax obligations. It is true that in some sections local taxes have almost offset the Federal reduction, but the general advantage has been strongly noticeable. In instances tax reductions have permitted extensions, some of these through investment by employees in company stock, while other industries report that lower taxes produced excellent "Easter money."

PERHAPS the healthiest reflection in the survey is found in the employment and wage situation. Far from any prospects of great unemployment this summer, as some panicky economists have forecast, the great bulk of the industries are running with the throttle well open and will continue to do so through the summer.

The ABC of Dinnerware and Fine Pottery

By ALFRED H. HOLBROOK

CHAPTER XX—DECORATING THE WARES: OVERGLAZE DECORATING

IT has been interesting during the past twenty years to watch the onglaze dinnerware patterns overtake and outstrip the underglaze work in nearly all markets. At the présent time over three-fourths of all decorated dinnerware sold in America is ornamented by decalcomanias on top of the glaze. It is evident that our changing public taste prefers superficial beauty to the more durable designs of a restricted color selection. An almost infinite range of colors is attainable in overglaze work. The most delicate shades of violets, pinks, and greens are not injured in the burning because the kilns in which the overglaze colors are fired do not reach a temperature of over 1,200° F. for earthenware or over 1,800° F. for the harder china glaze.

Decalcomanias, also referred to as decals, decors, lithos, transfers, are now manufactured by various special factories both in Europe and America. The first step is to prepare a sketch of the desired pattern. Many skilled artists are employed in this work. The sketch may originate in the brain of the artist or be suggested by the pottery manager or his customer in a distant land. Careful study is given the preliminary sketch when made, with a view to suggesting to the artist such modification of his design as will enhance its appeal to the buying public. When the sketch is approved those portions of it containing the different colors are drawn on separate stone tablets with a chalk or ink that will resist acid. The stones are then given a bath of dilute nitric acid which etches the surface not drawn upon, leaving in relief the portion of the design which is to receive the single color. Each stone is then thoroughly cleaned of any transfer chalk or ink. Much precaution is taken to make the parts of the design on the different stones register properly, not only with each other, but with the sheets of paper which receive the completed design. Whether the pattern has six or sixteen different shades or color in it, they must be printed in precisely the place where they belong on each decal sheet.

The sheet is about twenty inches by thirty inches and consists of good printing paper which will soften readily when moistened. It is first coated with a film of soluble gum, glue, dextrin, starch paste or tragacanth. This in-

THIS is the twentieth chapter of a simplified presentation of pottery in the making written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

intermediate coat must not only be soluble, but capable of entirely dissolving in the subsequent water bath, so that nothing but the colors of the design will be afterwards left on the glaze before it is fired; otherwise the selling quality of the design is ruined by remnants of a dull background of glue, known as size, which is burned into the glaze along with the colors of the pattern. When the print paper is at hand with its film coating smoothly dried, the overglaze colors (with less oil or grease mixed with them than is used in the underglaze), are applied, each color to its respective stone. Successive printings are then had from these stones on the decal sheet until the entire design is transferred to the decal sheet as planned in the original sketch.

The decal manufacturer bases his charge per sheet upon a graded price scale according to the number of colors contained in the pattern;

because each additional color in the design must be separately handled and printed. In some instances aluminum plates have been used in place of lithographic stones in which case a diluted phosphoric acid is used instead of nitric for etching the plate.

The potteries generally employ girls to transfer the design to the ware from the sheets, not only because they are cheaper, but they gain expertness more rapidly than men in making the transfer correctly. The future sales depend upon the application of the decal to the ware, not alone in matching the ends of the design so carefully that their joiner will not show after the job is finished; but also in adjusting the design to each piece of pottery in the exact location that will best harmonize the form of the pattern with the ware.

Before the application, the design is carefully cut out with shears, leaving only the printed portion and is pressed smoothly down on the ceramic article, the color throughout adhering to the surface of the glaze. When all wrinkles and air bubbles are brushed out from between the decal design and the article, the whole is submerged in water until the intermediate adhesive layer dissolves and the softened paper peels off without disturbing in any iota the form of the design left on the glaze. The oily nature of the colors in the design prevents their being affected.

When placed in the kiln the ware is gradually heated to a temperature just sufficient to drive off any dregs of oil or grease in the colors, to melt the flux in the color and to soften the glaze baked on the ware to an extent that will enable the color to sink into the surface glaze without flowing through it. By this means a trifle of the sharpness of the sketch is lost perhaps, but this is compensated for by the additional softness and delicacy of the general appearance of the pattern on the ware. Either vivid colors or fade-away shades may be faithfully reproduced in any quantity of designs calculated to please what is presumed to be the taste of the buying public.

Buyers in New York

APRIL 23RD, 1925

J. W. Waldorf, glassware, Hochschild, Kohn & Co., 220 5th Ave., Baltimore, Md. (F. Atkins), Pennsylvania.

W. W. Taylor, house furnishings, D. M. Read Co., 315 4th Ave., Bridgeport, Conn. (D. G. Alliance).

C. H. Hurlburt, china, silverware, D. M. Read Co., 315 4th Ave., Bridgeport, Conn. (D. G. Alliance).

APRIL 24TH, 1925

G. Dalrymple, leather and toilet goods, jewelry, silverware, The Emporium, San Francisco, Cal., 1440 Broadway (Retail Research Assn.).

APRIL 28TH, 1925

Miss H. Brets, toilet, leather goods, jewelry, silverware, Scheuer Frankel Co., Sandusky, Ohio, 1150 Broadway (F. Lillienthal & Co.).

T. F. Stackpole, china, house furnishings, May Co., Cleveland, Ohio, 1115 Broadway.

Changes in Standards for Table Glass and China in Hotel Ware

While the sizes and varieties of chinaware used by the hotel and restaurant interests under Simplified Practice recommendations adopted by those groups will probably be recommended as ample for the needs and suitable for use by shipping interests as American Marine Standards, further studies are being made for the development of standards for table glassware and silver ware.

In order that the Sub-committees and others directly interested may get first hand information, they were invited to hold a luncheon meeting aboard the *Leviathan* on Wednesday, April 29th.

Table glassware and silverware constitute a considerable item of equipment outlay on the passenger carrying lines. The ships of the Emergency Fleet Corporation alone operated by the United States Lines and others having equipments of these characters representing an investment of over a million dollars. The annual expense for replacements in these equipments is also considerable; therefore, the development of a standard range of varieties and sizes is of much importance to secure the lowest cost in both outlay and operation.

As in the case of chinaware for ship use, it was further explained, proposed standards would not in any way affect the individuality of any line's decorations or markings. They would, however, permit manufacturers to build up reserve stocks which would be staple and allow faster and more economical replacement service than here-

tofore. It was also indicated that any revisions which might be necessary could be undertaken at once with the merging of existing equipment to some of the ships and the equipment of the others with standard lines.

Department Store Sales Increase 5 Per Cent in March

The May 1 "Monthly Review of Credit and Business Conditions" by the Federal Reserve agent at New York will contain the following item on retail trade:

"March department store sales in this district averaged 5 per cent larger than in March, 1924, but as sales last year were comparatively small, due partly to the lateness of Easter, this bank's index, which allows for seasonal variation and normal growth, declined from 107 per cent of the computed trend, or normal, in February to 98 per cent in March.

"In March, as in January and February, about half the department stores reported smaller sales than a year ago, but these decreases were more than offset by substantial increases in some of the larger stores. Apparel stores also showed large increases, even excluding stores which have considerably increased their floor space.

"Department store stocks of merchandise at the end of the month increased 5 per cent over last year, the same increase as occurred in sales, and the ratio of sales to average stocks valued at selling prices was the same as a year ago, or 30 per cent. The average amount of the individual sales transaction was \$2.92, compared with \$2.72 in March, 1924.

	Net sales Percentage change March, 1924, to March, 1925.	Stock on hand Percentage change March 31, 1924, to March 31, 1925.
New York	+ 5.8	+ 6.4
Buffalo	+ 2.5	- 5.4
Rochester	+ 6.6	+ 6.9
Syracuse	+ 4.4	- 0.1
Newark	+ 7.6	+ 8.1
Bridgeport	+ 2.7	+ 2.8
Elsewhere	- 1.6	+ 1.2
Northern New York State....	- 6.3
Central New York State....	- 4.6
Southern New York State....	- 2.2
Hudson River Valley District.	- 1.6
Capital District	+ 4.9
Westchester District	- 3.1
All department stores.....	+ 5.3	+ 4.7
Apparel stores	+23.3	+37.1
Mail order houses.....	+12.6

Prices Average 155.7%

Prof. Irving Fisher, of Yale University, announced that last week's prices averaged 155.7 per cent of the pre-war level. The purchasing power of the dollar was 64.2 pre-war cents. Crump's index number was 154.9.

Index numbers of the last five weeks follow:

	Fisher	Crump
April 18	157.8	155.6
April 11	158.1	155.5
April 4	157.1	156.7
March 28	160.6	158.1
March 21	162.2	158.9

Tackling Joint Retail Problems

THE department store lion and the specialty store lamb—or should it be the other way 'round?—can lie down together. At least, they can in Boston, where through the efforts of the Retail Trade Board of the Boston Chamber of Commerce a hundred or more retailers are working together for the common good.

The board is an offshoot—it would not be fair to call it a side show—of the chamber; and it is based on the fact that retailers have common questions to answer, common problems to meet; and if only experience can be pooled and A's knowledge be made available to B and C, not only will A be better off, but the whole job of retailing in Boston will be better done; and not only will the seller profit, but the consumer will be better served.

The board has about one hundred members, department stores, shoe stores, radio stores, every sort of store. There's no use in listing them; they make a cross-section of the merchandising life of any large city. They find a meeting place in the fact that shoe dealers and radio dealers and diamond dealers have some problems in common.

PLATFORMS OF SIX PLANKS

Their platform has six planks:

1. To promote, perfect and raise the standards of retailing in Boston.
2. To study methods of reducing the costs of distribution.
3. To do away with unethical practices in retailing.
4. To protect the retailer against unfair legislation.
5. To develop the most efficient service to the public.
6. To make the profession of retailing an honorable and desirable one for men and women.

All of which, as submitted, are excellent purposes expressed in excellent language. But the rule about the proof of the pudding is very similar to the rule for the proof of platforms. How do they work in practice? Has the Retail Trade Board of the Boston Chamber done anything but be an organization, with officers, committees, meetings and resolutions? In other words, is the Boston retailer any better off because of the board?

Put that question to Daniel Bloomfield, director of the Retail Trade Board, and he will say, "Yes," and give chapter and verse to prove his point.

Here's one: The board found that a very great variety of folding boxes was being used in its member stores, and a committee was chosen to tackle a job of simplification. They found that forty different sizes of folding boxes were in use and that these could be cut down to twelve with no inconvenience and at a considerable saving. More than that, most of the folding boxes came from one manufacturer, and he was able to reduce the number of dies in use and in other ways to save expense. The result was that he could sell the finished products at lower prices. Not satisfied with cutting the number of box sizes, the committee found that it would be possible to do away with most of the variation in color.

There's an instance of a thing done. Here's a case of a more serious situation in retailing, one in which it is by no means easy to make the diagnosis and still harder to prescribe the remedy. It's a commonplace of retailing that one of its worst evils is the return of merchandise. The board's investigation showed that in certain departments common to all the stores the returns in an eight weeks' period numbered 58,170, with the merchandise valued at \$722,400.

Having gained some idea of the amount of goods returned, the next step was an inquiry into causes. It was found that from 70 to 75 per cent of the returns were "customer reasons," and that just "change of mind" was the leading cause among them. Of non-"customer reasons," the leading one was error in size, which led to some 22 per cent of the returns.

The remedy is less certain. In certain cases where there are outrageous abuses of the return privilege on the part of customers, the answer is probably to deny credit. In some cases it was found that women shoppers returned as high as 80 per cent of their purchases.

To find the causes of, and the remedies for unreasonable labor turnover is another of the jobs the board has tackled. Most stores were suffering from it, but an odd fact was that not all stores suffered from it in the same place.

Why should store A have a turnover of 26.7 per cent in its department devoted to women's and misses' dresses, while store B has a turnover of only 3.2. The answer that most readily suggests itself is that store B is a better place to work. That may be part of the answer, but in millinery the two stores have a turnover almost the same. Why is the turnover in the selling departments of store C higher than the turnover in the store as a whole, while in store D the situation is reversed, and the salesman and saleswoman turnover is scarcely a third of the whole store? Why should the turnover in any department in any store be 100 per cent in a month?

Plainly these questions cry out for answers, and the Retail Trade Board has undertaken to get them by questioning its members as to causes of leaving employment, whether voluntary or involuntary—in other words, "quit or fired"; and if voluntary, whether the grievance was over wages, working conditions, home conditions or any one of half a dozen causes.

One obvious result is to be gained from such a gathering of facts: if retailer A finds a 50 per cent turnover in leather goods and only 3 per cent in gloves, while retailer B finds his turnover among glove saleswomen far higher than in his leather goods, then A and B might well get together, go over each other's departments and swap experiences. And things of that nature are being done.

Almost any large employer will tell you that one of his chief difficulties is in securing the right sort of men and women for promotion to higher places. This was mark-

edly true of the stores in this retail group; and what was more, one possible source of supply, the Boston schools, was not yielding its quota. The Boston schools give courses in business; and moreover, there are vocational courses which call for alternate weeks in classroom and in actual work in store or factory.

The Retail Trade Board investigated and discovered that students were not willing to come into the stores. They did not understand the opportunities offered in retailing. What was more, the school teachers seemed cold to the idea and prejudiced against the plan of sending students into retail trade. Members of the personnel group and others connected with the board went into the schools, pointed out the opportunities the stores offered and explained that the stores were not only ready to take vocational students or graduates, but were willing to keep an eye on them, give them special training and do everything possible to help them gain promotion.

One outcome of the talks to the students was the following letter recently received by Director Bloomfield, of the board, from Louis J. Fish, commercial coordinator on salesmanship in Boston high and continuation schools:

I am very glad to bring to your attention the fact that over 1,500 pupils have elected courses in selling for next year, an increase of nearly 400. This is due in a large measure to the clear manner in which the store and its opportunities were presented to the high school pupils by you and the personnel groups of our stores. Over 50 addresses were given in the course of the year.

PLACE SIGNS OVER CITY

One task came from the complaints of visitors to the city that they lost time finding their way through the business part of the city because of inadequate street signs. The board got busy, and as a result the City Council appropriated \$10,000 for new signs.

Another like task had to do with street traffic. The board's traffic committee, headed by George W. Mitton, president of Jordan Marsh Company, helped to put through plans for street widening which should make easier access to the retail districts.

What's more, the board is trying to improve the standard of efficiency among its own executives. With that end in view they are giving courses in such subjects as Public Speaking, Commercial Law, Economics, Art in Merchandise, Textiles and Handling People at the various stores. After registering 572 executives for these courses it was necessary to halt further registrations because the instructors were overwhelmed.

So much for the things the board has done. The next question that naturally arises is: How do they do it? And the answer might be, by means of committees that work. The board doesn't care for the committeeman who says:

"Well, if you think my name will be of any help to you, why you can put me down, but you understand that I can't give any time to it. I'm full up."

In addition to committees and "groups" there is the permanent working staff headed by Mr. Bloomfield. Let us take one example of make-up and one of program. That will give enough of an idea of method. Here, for one instance, is the Committee on Practices and Policies:

George W. Mitton, president of Jordan Marsh Company, chairman; Adolph Ehrlich, president, C. F. Hovey Company; Louis E. Kirstein, vice-president of Wm. Filene's Sons Company; Robert W. Maynard, president of R. H. Stearns Company; Maurice A. McBride, manager of R. H. White Company; Charles F. Bacon, president of Chandler & Company; and S. St. John Morgan, president of Lamson & Hubbard Company.

"That the retailers of a city can work together and can accomplish something, but they can only do it if each is willing to give as well as to take."

China and Porcelain Exports

The Department of Commerce, Bureau of Foreign and Domestic Commerce, reports domestic exports of china and porcelain ware, from the United States, by countries as follows:

Countries	Table, Toilet or Kitchen Ware		Other China and Porcelain Ware	
	Pounds	Dollars	Pounds	Dollars
France	—	—	—	—
Germany	—	—	—	—
Italy	—	—	—	—
Netherlands	—	—	—	—
Russia in Europe.....	—	—	—	—
Spain	—	—	—	—
Sweden	—	—	—	—
United Kingdom	—	—	244	108
Canada	10,920	2,923	16,049	5,762
British Honduras	—	—	—	—
Costa Rica	355	50	855	118
Guatemala	116	29	135	24
Honduras	2,403	1,259	—	—
Nicaragua	13	12	—	—
Panama	2,989	337	472	244
Salvador	—	—	639	98
Mexico	3,042	940	840	534
Newfoundland and Labrador..	79	24	109	45
Bermuda	—	—	180	62
Barbados	—	—	85	22
Jamaica	61	153	32	19
Other Brit. W. Ind.....	181	21	1,730	324
Cuba	5,175	1,195	703	243
Dominican Republic	1,672	325	145	30
Dutch West Indies.....	57	25	387	90
Haiti	—	—	478	126
Virgin Is. of U. S.....	—	—	395	84
Argentina	107	134	—	—
Bolivia	—	—	—	—
Brazil	—	—	—	—
Chile	341	67	776	141
Colombia	85	47	248	63
Ecuador	497	44	—	—
British Guiana	—	—	—	—
Peru	202	54	37	15
Venezuela	678	135	555	390
British India	—	—	—	—
China	18	12	19	34
Other Dutch East Ind.....	—	—	—	—
Hongkong	—	—	145	34
Japan	262	65	259	122
Kwangtung, leased terr.....	25	10	—	—
Philippine Islands	107	18	—	—
Australia	35	16	793	460
New Zealand	—	—	—	—
British South Africa.....	—	—	—	—
Total	29,420	7,895	26,310	9,192

Chain Stores Continue Their Growth in March

The May 1 "Monthly Review of Credit and Business Conditions" by the Federal Reserve agent at New York will contain the following item on chain store sales:

"Continued rapid growth of chain store business is indicated by March reports, which showed 16 per cent more stores in operation than a year ago and an 18 per cent increase in total sales. The increase both in number of stores and total sales was particularly marked in the cases

of grocery and dry goods systems, which showed substantial gains in sales per store. Ten cent stores also reported sales keeping pace with store expansion, but tobacco and shoe chains sales per store showed considerable decreases. In drug and candy chains, the number of stores operated was about the same as last year, but sales of drug stores were larger than a year ago, while sales of candy chains were somewhat smaller.

"The following table shows the percentage change from March, 1924, in the number of stores operated, in total sales, and in sales per store, of reporting chain systems.

"The following table shows the percentage change from March, 1924, in the number of stores operated, in total sales, and in sales per store, of reporting chain systems:

Type of store—	Percentage Change March, 1924, to March, 1925.		
	No. of stores.	Total sales.	Sales per store.
Grocery	+18.9	+27.5	+ 7.2
Ten cent	+ 6.7	+ 7.9	+ 1.2
Drug	- 0.3	+ 4.2	+ 4.5
Tobacco	+ 6.0	- 3.2	- 8.6
Shoe	+20.6	+ 7.6	-10.7
Dry goods	+18.3	+23.9	+ 4.7
Candy	+ 1.1	- 0.3	- 1.4
Total.....	+16.0	+18.2	+ 1.8

The Russian Glass Industry

A special committee appointed to examine the question of incidental expenses in the Russian glass industry recommends, in regard to the management, that the various factors of the industry should be decentralized, whilst the main control should be still under one directive body. In view of the trade with China, Manchuria, and Mongolia, the committee decided that a special Far East branch should be set up. The great peasant population is also to be specially catered for. It is established that the quality of the goods produced has improved compared with a year ago. But the varieties are to be more carefully classified. Particular attention is to be paid to the export possibilities in the direction of Persia, Afghanistan, Eastern China, and Turkey. The Prodasilikat will open two new sales branches—one at Vladivostok and one in Samara—and it will introduce the principle of payment "by arrangement" in the factories. High-pressure glass insulators, the production of which is being inaugurated in the Russian factories for the first time, will be, according to I. I. Kataigorodsky, four times cheaper than the porcelain ones, and their finish will be easier and simpler. A special electrical furnace, Swedish type, will be installed shortly to produce the necessary high temperature for smelting the insulator glass.—The President of the Board of the Prodasilikat says that the special committee of the Supreme Economic Council, after taking cognizance of the details gathered abroad, has decided to buy American bottle-making machines on the Libbey-Owen system. The agreement with the American Trust, which holds the patent and produces the machines in its own factories, will shortly be signed by the Russian-American Trading Bureau at New York. It is expected that in the course of four or five months they will be ready, and their installation, with the tank furnaces prepared in advance, will take no more than a month. Generally it may be assumed

that at the beginning of the coming economic year the first machines for producing bottles will be working in the Russian factories. The first installations will take place in the southern factories of the Chimugol combination. At the same time, for the preparation of pharmaceutical vessels American "Linch" machines are being ordered. These will be first installed in the small factories of the Central district, and in the south even sooner than the Owens machines. At the moment the chief problem is the acquisition of fire-resisting materials, and, as such, made in the Russian works, are of inferior quality, the required supplies for the initiation of the mechanical exploitation will have to be bought abroad.

The French Glass Industry

The "Verreries de la Scarpe," at Saint-Laurent-Blangy, near Arras, have now started up the bottle furnace they have had constructed by the firm of Dauchot. This furnace is giving full satisfaction, and its production runs from 30,000 to 35,000 one-litre beer bottles daily. A second furnace, of the same type, has been installed at the "Verrerie Belette," at Calonne-Ricouart, and has also started operations, says "Le Verre." At the "Verreries Franco-Belges," at Aniche, there are being installed three Stein gas producers with Chapman gasifying apparatus, the same as in use at the "Verrerie Penchot" (Lapeyre). In the Loire district the scarcity of hand labor is compelling the bottle works to adopt more and more machinery; the actual production of the works making mineral water bottles is not sufficient to meet the demand. The "Société des Eaux de Vals" has been short of bottles of late, and has had to purchase supplies in Switzerland at the rate of 80 centimes apiece. The "Verrerie Le Quesnoy" has recently commenced the manufacture of articles for lighting purposes. Business in general is not as satisfactory as it might be, but it is hoped that there will be a good recovery as the year wears on.

Many Features in China Department of Virginia Hardware Co.

The recent experiment undertaken by the Virginia Hardware Co., Danville, Va., in opening a basement devoted to chinaware and glassware as well as kitchen utensils has been an unqualified success according to A. D. Starling, president of the company. Mr. Starling says that his firm is one of the first in Virginia to make the experiment and feels that his course has been more than justified and that dealing in this class of merchandise is legitimately embraced in the hardware business. So successful has the experiment been that he is increasing his stock of goods and is embracing jardinières and is specializing in women's hand bags and vanities also porcelain lamps and shades all of which help to set off the appearance of the lower level of the hardware store. A visit to the basement which has probably the finest assortment of china and porcelain to be found in this city is interesting to those not bent on making purchases because the range of stock is from low price to rare sets which command large sums of money. He has recently secured direct from England several sets of Wedgewood china

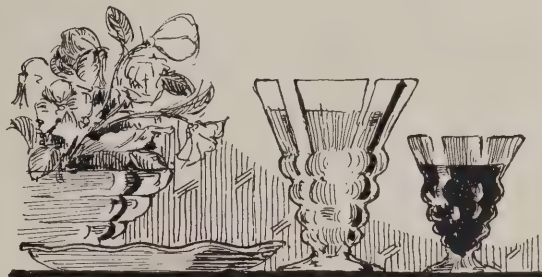
of the latest designs and patterns and he was also successful recently in securing through a New York importer some high priced Limoges china of peculiarly attractive design. Czecho Slovakia long known for its attractive pottery and china but which before the recent development of that country rarely got beyond its own borders is now being shown here and is highly attractive. The color effects as well as the quality of the china are quite distinctive. Mr. Starling yesterday showed a number of sets direct from China where the pottery works are gradually getting away from the world famous and time honored willow patterns and are now producing new designs.

One of the features of the Virginia Hardware Co.'s experiment is the listing of patterns and the maintaining of an open stock of useful designs. One of the constant complaints of housewives, Mr. Starling said, is that they buy an expensive set of china, and after years of service and breakage find that their particular design has been withdrawn from the market and that it is impossible to secure replacements. This means the "scrapping" of the incomplete set and the purchase of an entirely new one. It was this which caused Mr. Starling to go into the business feeling that it was an injustice to compel an investment by the inability of the housewife to replace broken stock. Under the new plan the purchaser of china at the Virginia Hardware Co.'s store has the pattern and the stamped number of the series entered in the ledger and permanently recorded by the name of the purchaser. In years to come if replacements are sought it will be merely a question of turning to the ledger and ascertaining the same of the design and it will be possible always to replace broken pieces as a guarantee is given that certain of the designs will be permanent.

The Virginia Hardware Company recently celebrated its twenty-fifth anniversary as an incorporated concern.

The Italian Glass Industry

The demand continues strong for window glass, bottles, flasks, phials, etc.; it is not so marked as regards table and similar articles. The prices of window glass are steady. In bottles and flasks there is a tendency to a rise. Taken all round, the market situation has improved, but hands are now pressing for higher wages, especially in the black glass bottle branch. At Florence the "Cristalleria Fiorentina" is again working busily. At Poggibonsi the furnace has been repaired, and work has been resumed; work has also been resumed at Bologna. Various other firms, which had closed for repairs, etc., have also resumed operations.—"L'industria dei Silicati" says that the various disputes in the white glass industry over wages are gradually being settled by mutual concessions. The manufacturers could not give full satisfaction to the workers, owing to the cost of raw material having risen subsequent to the sale of the finished goods. The sale price of black bottles has increased.



Summer informality

The necessary colorful glass . . . the brilliant pottery . . . the smart table settings . . . they are all here, for immediate delivery.

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ZENGER Inc.**

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Willowbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

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F. A. Miner, 5 Prospect St., Rochester, N. Y.	E. E. Wilgus, Rms. 301-4, 100 High St., Boston, Mass.
Earl W. Newton & Associates, Chicago, Ill.	9 N. Wabash Ave., Chicago, Ill.

The National China Co.
Salineville, Ohio

SOY KEE & CO.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and
Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct
and have a complete
stock of the famous
gold medallion and
Blue and White
Canton.

Write for Price List



Gold Medallion Dinnerware

7-9 Mott St. Chinatown New York

Glassware Exports


Domestic exports of glassware-table and other, from the United States, is reported as follows:

Countries	Table Glassware, Plain Engraved of Glass	Table Glassware, Cut or Engraved of Glass	Lamps and Other Illuminating Devices, Chiefly of Glass	Other Glassware, N.E.S.
Dollars	Dollars	Dollars	Dollars	Dollars
Belgium	8	—	—	—
Denmark	—	—	—	372
France	16	65	—	1,008
Germany	88	45	—	3,042
Greece	260	—	—	—
Italy	—	—	—	28
Netherlands	470	100	—	33
Norway	—	—	—	352
Spain	—	—	—	100
Sweden	178	—	—	608
Switzerland	71	—	—	22
United Kingdom	23,645	1,762	1,380	4,471
Canada	42,548	8,048	7,984	81,873
British Honduras	513	454	51	29
Costa Rica	589	1	104	109
Guatemala	590	137	694	53
Honduras	131	228	—	132
Nicaragua	125	12	33	253
Panama	1,682	51	19	3,275
Salvador	331	—	—	1,587
Mexico	11,932	780	3,509	8,205
Miquelon and St. P. Is.	65	—	18	—
Newfoundland and Lab.	553	31	168	774
Bermuda	446	31	—	78
Barbados	14	—	8	—
Jamaica	118	—	24	213
Trinidad and Tobago	139	—	81	88
Other Brit. West Ind.	752	—	88	82
Cuba	16,293	681	1,656	10,762

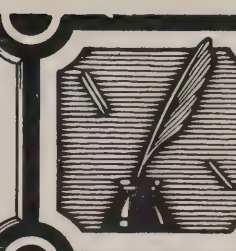
Dominican Republic	965	—	254	605
Dutch W. Indies	232	—	109	114
Haiti	3,568	—	398	784
Virgin Is. of U. S.	189	—	104	60
Argentina	9,998	848	—	465
Bolivia	436	—	—	665
Brazil	30	—	—	1,089
Chile	59	—	—	468
Colombia	2,294	—	521	1,564
Ecuador	—	—	35	317
British Guiana	—	—	—	18
Peru	1,896	—	333	671
Uruguay	—	—	—	46
Venezuela	959	—	217	333
British India	128	15	204	299
Ceylon	172	—	—	41
China	876	500	—	526
Java and Madura	—	—	—	190
Hongkong	196	25	—	172
Japan	14	50	10	2,819
Philippine Is.	3,694	—	—	328
Australia	15,202	213	893	2,206
British Oceania	63	—	66	83
French Oceania	76	—	32	—
New Zealand	3,208	—	—	136
Other Oceania	28	—	133	11
Brit. W. Africa	—	—	178	—
Brit. S. Africa	1,171	1,517	600	172
Egypt	—	29	—	—
Other Fr. Africa	—	—	18	—
Morocco	—	1	—	—
Port. E. Africa	—	—	—	25
Total	147,011	15,624	19,922	131,756

The Austrian Glass and Pottery Industry

Business has not been up to expectations; purchases have been large, it is true, but they consisted almost entirely of cheap articles of daily necessity; expensive and luxurious articles were bought only to a small extent, according to reports from Austria. A good trade in china-ware is reported, but here also preference was given to cheap goods; many bank clerks, Government officials, and others have lost their positions, and thus the ranks of the better class of buyers is reduced. The scarcity of housing accommodation is also having an effect on the glass industry; there are numerous marriages, but as the young couples cannot find any housing accommodation and have to reside with their parents, no crockeryware is bought. Many restaurants, inns, and hotels have also had to close, owing to heavy taxation, and here the glass industry has again lost a further good outlet for its products. Under such conditions it is hardly to be wondered at that the production of the glass, china, and crockery industries is declining. Many festivals and State holidays have been suppressed, and great banquets, with their demand for fine glass and table service articles, have become things of the past. The "new rich" spend their money on precious stones and pearls, and have no interest in art pottery, high class chinaware, or exquisite glassware. Glass cooking utensils are now very popular, but it is not possible to use these articles to a great extent owing to the expense. In January the new Austrian Customs tariff came into force, and afforded more protection to home industry against foreign competition. The commercial treaties with Germany, France, and Czecho-Slovakia have also been signed, says "Die Glashuette," and, consequently, it is hoped that things will improve in 1925.



CAUGHT IN THE NEWS NET



A JOLLY trio arrived in New York Monday morning, having come from New Orleans by boat. They are Fred Farrell, with Alfred G. Moment, Harry Muirheid, with the Sebring Pottery Co., and Alexander Fraser, with H. C. Fry.

A. H. Renwick, of Renwick & Cunliffe, Vancouver, B. C., leaves New York today (Thursday). He has been here since the middle of last week placing orders.

Leo Sullivan, with the Dohrmann Commercial Co., left Monday for the San Francisco office from which he came to New York about three weeks ago. He expected to stop off at Chicago for a few days.

W. L. Orme, vice-president of the Cambridge Glass Co., Cambridge, Ohio, who with Mrs. Orme spent a few days in New York, left Monday night for their home.

John Plummer, with A. J. Fondeville & Co., Inc., who returned to New York last Friday, left Sunday night for a short trip through New England.

J. T. Simpson, of Dudley, Given & Simpson, Inc., Rochester, N. Y., spent several days visiting the New York market this week.

Justin Tharand, Jr., of Justin Tharand, Inc., arrived in New York Thursday of last week, from a trip through Canada and New York. His father, Justin Tharand, Sr., head of the firm, is expected to return to New York next week.

G. Roy Boyd, treasurer of the Cambridge Glass Co., Cambridge, Ohio, arrived in New York Sunday night and spent several days here before going to Atlantic City, N. J.

C. W. Forman, president of the Southern Potteries, Inc., Erwin, Tenn., was in New York Friday and Saturday of last week conferring with the concern's representatives, the Horace C. Gray Co.

Loubat Glassware & Cork Co., New Orleans, La., who have been negotiating plans for a new building since their old quarters were damaged by fire some time ago, moved into a new concrete building on Saturday, April 18th. Their opening was greeted by innumerable wishes for success, from their friends and many of which took the form of beautiful floral wreaths, etc. The new building is on Bienville St.

H. M. Hughes, sales manager for the H. C. Fry Glass Co., and Beaver Valley Glass Co., Rochester, Pa., spent a few days in New York this week conferring with Frederick Skelton, the concern's representative.

H. Wallace Thomas, of the Diamond Glass Co., Indiana Pa., was in New York last Thursday and Friday.

Walter I. Gollob, associated with the Chinjap Co., Inc., New York, and resident buyer for that concern in Shanghai, China, arrived in New York, Monday, from China via the Pacific Coast, with a wonderful line of Chinese jades and porcelains.

Albert Tujaque, head of the Loubat Glassware & Cork Co., New Orleans, who has been ill for some time, is reported to be getting into pretty good shape again.

George J. Higginson, with Johnson Bros., New York, returned Friday from a trip to Philadelphia and Baltimore. He will start off again for the Boston territory next week.

H. J. Smith, of Phillips, Thistle & Smith, Inc., left Tuesday for a short trip to Allentown and other Pennsylvania towns.

The American China and Glass Co., Cincinnati, O., is a recent incorporation. Capitalization is \$100,000.

The Smith China Co. was recently incorporated in Cleveland by W. R. German and C. F. Waag with capital stock \$2,500.

New Crockery Firm

The building at the rear of the Limoges China Co., formerly occupied by the Novelty Swing Co., Sebring, O., has been leased by the Strain and Stanford China Co., it is reported. The new company is engaged in the sale of chinaware and has several salesmen employed.

German Imports Exposition

An annual exposition of German merchandise in New York City should seem very logical. Year after year, American buyers go to Germany to attend the Leipzig Fair and place their orders there, so while it could hardly be expected that an exposition could be held annually in New York on the same scale as the Leipzig Fair, there is no reason why there could not be a showing of German merchandise sufficiently comprehensive to interest, at least the merchandise buyers. The coming exposition, which

will be held at the Grand Central Palace for two weeks starting June 15, will be very complete as far as finished products are concerned, such as glassware, chinaware, porcelain, mechanical toys, dolls, novelties of every description, cutlery, clocks, bird-cages, toilet articles, fancy boxes, and in fact, notions and small-wares of every description, as well as house-furnishings, enamelware, cooking utensils, vacuum bottles, vacuum cookers, and many other specialties, never shown on this market before. There will also be a showing of hardware, tools, and a small section of raw materials.

It is the first German merchandise exposition ever held in the United States, and while it will not be as large as those to follow, it should certainly prove very interesting both to buyers as well as the general public. The majority of the exhibits will be those of the New York importers of German merchandise, or in charge of the American representatives of German manufacturers. However, there will be quite a number of exhibits by German manufacturers who have no American connections at present. Some of these exhibits will be most interesting, for they will consist of merchandise not now shown on this market. The exposition will be the occasion for many German business men and manufacturers visiting this country, and will certainly tend to promote a better understanding and a more friendly feeling between the merchants of the two countries.

OBITUARY

George S. Goodwin

While walking along the Lincoln Highway two miles north of East Liverpool, Ohio, last week, with his brother Henry Goodwin, George S. Goodwin sat down to rest and in a few moments died. For years the two men took daily hikes into the country. Mr. Goodwin was an uncle of Charles F. Goodwin, secretary of the United States Potters Association and was one of the owners of the Goodwin Pottery Co., which dissolved some years ago and the plant sold to the Hall China Co. Interment was made in Riverview Cemetery. Mr. Goodwin who was seventy-five years of age was treasurer of the United States Potters Association for many years.

Mrs. Goodwyn Eminently Successful as Manager of China and Glassware Business

There are few women in the china and glassware business at the head of an establishment. One who enjoys this distinction is Mrs. M. A. Goodwyn, now at the helm of the Goodwyn Crockery Co., Memphis, Tenn., which is prospering wonderfully, under her capable guidance. She assumed the management of the concern at the death of Mr. Goodwyn in November, 1924.

Prompted more by a desire to perpetuate the business organized and established by her late husband, as a memorial to his name, than by any other factor, and having gained much valuable information from him during their 30 years of happy life together, Mrs. Goodwyn is accom-

plishing her heart's desire, and the Goodwyn Crockery Co., under her presidency, has grown to larger proportions, and the volume of business has increased in a substantial manner.

Mrs. Goodwyn is surrounded and supported in advisory faculties by men who were engaged with her husband in conducting the business; men in whom Mr. Goodwyn reposed every trust, and who are rated as being among the most successful crockery dealers in the country. They hold daily conferences, and are in constant touch with each other. Mrs. Goodwyn says every one strives to do his part with an eye singly to that of making the business an outstanding success. It is the spirit which Mr. Goodwyn always demonstrated in his dealings with everyone with whom he came in contact—a spirit of complete co-operation.

Mrs. Goodwyn is a charming woman of strong and vivid personality, and a delightful conversationalist, always "at home" to those who wish to see the president of the company. She has been greatly heartened in her work by the congratulations tendered by her friends and the friends of her lamented husband, as well as by their advice and readiness to render service at any time.

The Goodwyn Crockery Co., handles lines of crockery, china, glassware, woodenware, enameled ware, tinware, galvanized ware, aluminum, wheel goods, toys and holiday specialties.

The officers of the company who are serving with Mrs. Goodwyn are: W. F. Gilliland, vice-president; H. W. Stotz, secretary-treasurer. The departmental executive officers are: W. J. Stotz, warehouse superintendent, and J. S. Campbell, superintendent of the packing department.

Mr. Gilliland, vice-president, is a native of Collierville, Tenn., and has been in the crockery business in Memphis for the last 20 years. He is well known to the trade, and has a large acquaintance in and throughout the Memphis territory.

H. W. Stotz, secretary-treasurer, is a native of Memphis. He has been engaged in the business 22 years. He was secretary-treasurer of the Memphis Queensware Co. for a number of years. Mr. Stotz has spent his whole business life in the crockery and china trade.

W. J. Stotz, a cousin of H. W., secretary-treasurer, is also a native of Memphis, whose life has been spent in the crockery business. He started with Floyd & Co., which was succeeded by W. & S. Jack Co., and later became the Memphis Queensware Co. He served in all branches, from salesman, stock man and warehouse superintendent, and later was vice-president of the company, with which he had served through the years of its progress from Floyd & Co. to the Memphis Queensware Co.

J. S. Campbell, a man 77 years of age, as active as many men of less mature years, was born in Scotland. He learned the trade of pottery in his native home and became a master workman. He went to Memphis in 1872, and has been in the crockery business continuously from that date. As superintendent of the packing department, Mr. Campbell prides himself on the manner in which the busi-

ness in his charge is dispatched. Every effort is made to ship the goods on the same day the order is received.

All of these officers and department superintendents were engaged with the late Mr. Goodwyn in the Memphis Queensware Co., which was organized by Mr. Goodwyn, who served as president for 25 years, when his health failed him and he resigned, retiring from active business. He went to Florida, regained his health and returned to Memphis. October 14, 1921, when he organized the Goodwyn Crockery Co., of which he was president until his death, November 17, 1924.

Industry Review

Increases over February occurred in the additional March production figures reported to the Department of Commerce, covering Western pine and Southern pine lumber, silica, face and clay firebrick, automobiles, rubber tires and newsprint paper, even when allowance is made for the larger number of working days in March. The production of both bituminous and anthracite coal showed decreases, while coke, maple flooring and silver production increased, but not in proportion to the increased working time.

Compared with March, 1924, increases occurred in the production of yellow pine lumber, silica brick, rubber tires, automobile trucks and newsprint paper. Decreases occurred in the production of Western pine lumber, maple flooring, clay firebrick, face brick, bituminous and anthracite coal, passenger automobiles, steel furniture and silver.

Shipments of structural steel, Southern and Western pine lumber, pneumatic tires, inner tubes, and solid tires were greater than in February, as were bookings of structural steel, stocks of Southern and Western pine lumber and rubber tires. Compared with a year ago the bookings of structural steel, and stocks and shipments of Southern pine lumber, and tires, were greater, while stocks and shipments of Western pine were less. Slightly fewer cotton spindles were active than in February, but there was an increase over a year ago.

Pottery and Glassware Imports to Uruguay

ALTHOUGH Uruguay cannot be regarded as an extensive market for manufactured goods at the present time, yet the business potentialities of this market are of sufficient importance to warrant more attention on the part of the up-to-date manufacturer. This country relies solely upon its livestock for its economic existence, the value of exports of animal by-products, of which wool is the most important, being practically the only important industry. During the past two years conditions in this country have greatly improved, and a consequent increased demand for manufactured commodities has resulted.

With respect to china and glassware, the amount of business enjoyed by British firms is shown by the following figures, which relate to imports from Great Britain during comparative years, according to the Pottery Gazette and Glass Trade Review of England:

TOTAL IMPORTS OF CHINAWARE FROM UNITED KINGDOM			
1920	1921	1922	1923
£140,265	£72,192	£57,899	£64,238

TOTAL IMPORTS OF GLASSWARE FROM UNITED KINGDOM			
1920	1921	1922	1923
£40,085	£13,113	£ 7,865	£11,650

The increased trade secured during the latter year compared with 1922 indicates that conditions in the market are improving.

CHINAWARE.—Local production in this industry, with the exception of drain pipes and tiles, is negligible, and, as no development in this direction seems likely, the whole of the needs of the market have to be imported. In addition to the United Kingdom, various other countries, notably, Belgium, France, Holland, U. S. A., Germany, and Czecho-Slovakia all compete for the trade, so that the activities of foreign producers must be closely watched.

TABLE WARE.—The demand for table ware, both of china and earthenware, is important. Breakfast, tea, dinner, and coffee sets all command an excellent sale, whilst large quantities of dishes, plates, cups, saucers, jugs, etc., are imported annually. Whilst designs and shapes in vogue in the United Kingdom are very well received, the class of goods suitable to the Argentine market is, perhaps, the most favored, so that firms who are at present doing business with this latter country should find no difficulty in marketing similar lines in Uruguay. In the cheaper varieties of table ware, plain white goods are sold in very large quantities. Toilet sets, also of similar design and composition to those sold in the English market, are in constant demand, and excellent business in this line should be procurable.

FANCY WARE.—Owing to financial conditions, the market for fancy goods has not of recent years been very good, although an improvement in this branch of the business is anticipated in the near future. Vases, ornaments, art pots, and various other articles falling under this heading are saleable in a variety of shapes and styles, whilst pleasing but quiet designs are preferred. Competition from foreign sources is very keen, but if sufficient endeavors are made and attractive prices quoted this should be confidently encountered.

GLASSWARE.—Great Britain's position with respect to glassware cannot be considered satisfactory, although a welcome improvement is noted during 1923 compared with the preceding year. Conditions prevailing during the slump period precluded the purchase of the more expensive British lines, and at the present time Belgian and German products, more especially pressed ware, are in greater demand, owing to the lower prices offered by these two countries. The demand for better-class goods is improving, however.

TABLE AND FANCY GLASSWARE.—In table and fancy ware, comprising dishes, tumblers, wine glasses, bowls, vases, etc., the bulk of the demand is for decorated pressed goods, whilst a certain market also exists for the undecorated variety. For high-class cut, decorated and

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 New England States

Representatives
 Ruth & Tiedeken Co.
 16 N. 6th St.
 Philadelphia, Pa.
 Pennsylvania
 New Jersey
 Southern States

Representatives
 J. F. Coffman
 237 So. Wells St.
 Chicago
 West and Middle West

Switzerland	—	—	—	—
United Kingdom	—	—	2,046	236
Canada	22,228	1,346	237,990	6,953
British Honduras	—	—	—	—
Costa Rica	—	—	—	—
Guatemala	555	213	260	23
Honduras	1,667	434	1,645	305
Nicaragua	134	24	247	58
Panama	—	—	1,818	404
Salvador	—	—	—	—
Mexico	2,981	768	145,104	3,201
Newfoundland & Labrador	—	—	—	—
Bermuda	—	—	175	15
Jamaica	—	—	242	97
Other Brit. West. Ind....	84	33	636	75
Cuba	1,629	324	1,214,268	18,601
Dominican Republic	—	—	850	97
Dutch West Indies.....	—	—	60	19
Haiti	—	—	250	50
Virgin Islands of U. S....	129	16	369	66
Argentina	197	32	—	—
Bolivia	—	—	—	—
Brazil	—	—	—	—
Chile	—	—	265	221
Colombia	155	77	65	16
Ecuador	—	—	—	—
Peru	—	—	332	86
Venezuela	484	112	12	17
British India	—	—	75	14
China	25	14	183	82
Chosen	85	36	—	—
Hongkong	—	—	—	—
Japan	—	—	18,379	2,950
Palestine and Syria.....	—	—	—	—
Philippine Islands	—	—	308	47
Australia	280	167	—	—
New Zealand	82	23	6,540	227
Belgian Kongo	—	—	27	16
Total.....	30,715	3,619	1,633,340	34,414

The Glass Industry in Czecho-Slovakia

Generally speaking, the situation in the glass industry has not changed much. The exports of glass beads have been very important, and production is now becoming normal once more. Unless some unexpected change occurs in fashion, the sale of beads is expected to remain at its present level for some time to come. The manufacture of necklaces has drooped of late, but a revival is reported in trinkets and fancy articles. Producers have been studying the tastes of that market, and better orders are now being received from the United States. South America and the Levant would, it is mooted, be excellent markets for trinkets and glass jewelry if direct business could be done without going through the hands of English commission agents. Sales of bangles to British India are increasing, owing to their bright colors, the Czecho-Slovakian bangles are preferred by Hindoo buyers, it is said, to those obtained from Japan. The average activity of the glass industry in 1924 amounted to 56 per cent of the total productive capacity; the first place was held by glass in sheets, hollow-ware mirrors and mirror glass following, and bottles ranking last. Of these products the home market absorbed about 10 per cent only; export prices are very low owing to sharp foreign competition.—In a February report we quoted "Le Verre" to the effect that some bottle works had recently dismissed their hands, and the firm of Fischmann was mentioned. Verreries Fischmann fils S. A. write to say that the report in "Le Verre" was incorrect.

blown goods the demand is limited. Improved conditions should result in increased sales.

BOTTLES.—The local production of bottles is growing, and supplies from this source now satisfy a fair proportion of the market's requirements. Large quantities are also imported, particularly mineral water, beer, wine, and medicine bottles, whilst a good market exists for confectioners' jars.

ILLUMINATING GLASSWARE.—All illuminating glassware used is imported, and, as the demand is good, possibilities of increased business exist in this branch of the trade. Electric light globes, shades for gas lighting, and oil lamps chimneys and shades are all sold in large quantities; the only special points to be remembered are that this country prefers bright tones, whilst a good variety of shapes should be offered.

Department of Commerce Reports on Exports on Earthenware

Domestic Exports of Earthen and Stoneware, from the United States, by countries are reported as follows:

Countries	Table, Toilet or Kitchen Ware		Other Earthen, Stone and Crockery Ware	
	Pounds	Dollars	Pounds	Dollars
Italy	—	—	—	—
Netherlands	—	—	900	481
Norway	—	—	—	—
Rumania	—	—	294	57



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



SOME branches of the flint glass business are reported to be draggy so far as new business is concerned, while activity prevails in the demand for other lines, according to flint glass manufacturers in the Pittsburgh district. The unusual warm weather last week caused a slight decline in the production of some shops, the weather taking on mid-summer form. Blown ware is declared to be in rather steady demand, and this is especially true of the soda fountain line. Even the pressed items in this line are in good movement. Manufacturers of containers are reported to have increased production of late, and as this business advances with the summer season, buyers are anticipating future requirements in rather liberal quantities. There has been a slight decline in the demand for some items in the lighting line, although where activity in building is reported, the demand for lighting glassware is declared to be good. Decorated glassware and the novelty line continues to be in rather good demand, and the manufacturers of these lines are operating on a rather active basis.

As a glass producing state, West Virginia is rapidly taking its place as one of the largest in the United States. There are 55 counties in West Virginia, and glass plants are located in 17 of these. The production of glass in this state is on a very wide range, a survey of the industry has disclosed, ranging from sheet glass down the list to small lenses, bottles and marbles. In fact about every item known to be manufactured in glass is made in West Virginia. In the glass industry, West Virginia leads all others in the production of tumblers, it being said, that the state produces about 68 percent of all the jelly tumblers manufactured in the United States. As an employer, the Hazel-Atlas Glass Co. leads all other glass manufacturers, the company employing over 1,000 people at its Clarksburg plant alone.

Reports submitted to the company by all salesmen for the Hazel-Atlas Glass Co., Wheeling, W. Va., indicate that business has taken a decided trend upwards, and that a considerable number of new specifications are now being written by the jobbing interests and other large distributors of the Hazel-Atlas line.

In order that it can have its own water system, the Central Glass Works, Wheeling, W. Va., has left the contract for the erection of a large water tank. The new system will facilitate the use of water in all parts of the factory.

Construction of the new plant for the Co-Operative Glass Co., Corydon, Ind., will begin within the next fort-

night, officers of the company have announced. Their factory at Mt. Vernon, Ind., was recently destroyed by fire. A low price for natural gas induced the company to locate at Corydon. This company manufactures lamp chimneys, and the new factory will have a production of 2,400 dozens daily. Officers of the corporation are: president, Roscoe Atwood; vice-president, Joseph M. Bott; secretary, Edward Fiedler; treasurer and general manager, Harry R. Legrand; chairman board of directors, Ora B. Griffith. It is the intent of the company to employ about 100 people when the plant is placed in operation.

S. G. Phillips and Harry Adams, receivers for the Lippincott Glass Co., Alexandria, Ind., have been in conference with G. F. Mattman and Frank C. Terry, Cincinnati, O., relative to interests, representing the latter, taking over the Lippincott factory. It is considered likely that the offer to purchase the plant on the terms suggested by the Cincinnati interests will be accepted by the stockholders and the receivers, and that this proposition will be confirmed by the courts. It is also declared the Cincinnati interests propose to place additional capital back of the business, and to place the plant in active operation at an early date.

Information has been received by credit departments of glass factories in this district that Martin H. Burns, vice-president and merchandising manager of the Harris, Emery Department Store Co., of Des Moines, Iowa, has resigned these positions. He has been associated with this interest for the last nine years, and is one of the most widely known department executives in the west. Mr. Burns has not made known his future plans. He proposes to spend a holiday at French Lick, Ind., before again taking up active business cares.

An application for a receiver for the Cape May Glass Co., has been filed in the Chancery Court, Atlantic City, N. J. The application was filed by the Bridgeton National Bank, administrator of the estate of George Jonas, former treasurer of the company.

Production of ware is now on a more active basis than for some time at the plant of the Indiana Glass Co., Dunkirk, Ind. All three tanks are now in active production.

Production at the plant of the Standard Glass Manufacturing Co., Bremen, O., will be increased as soon as
(Continued on page 30)



WHAT THE POTTERIES ARE DOING



LITTLE if any change is noted in the business situation in the generalware pottery industry this week. In fact conditions are not unlike the record of the two previous weeks. It is generally admitted, however, that the demand for dinnerware is heavier from the agricultural districts than it is from the cities. In the latter instance, buyers are forcing sales, and anything in the line of specials is quickly ordered. So far as the agricultural districts are concerned, the jobbers are ordering the full staple line. Plain white ware is being shipped to some distributors in carload lots, and the demand for decorated ware for the same territory is not small. Department store buyers are buying merchandise from general ware manufacturers in nominal quantities, but there is no evidence at hand that these buyers are anticipating future requirements in heavy volume. Generally speaking, orders are smaller, but they are being received more often by the manufacturers. This situation has been maintained in the generalware industry for several months, and in fact since the rush of buying during the January period. Open stock patterns are in steady but normal request. Demand for decorated sets of different compositions is from fair to good.

The last will and testament of the late W. S. George, head of the W. S. George Pottery Co., has been filed for probate at Lisbon, the county seat. Robert N. Logan, for many years secretary to Mr. George has been nominated as trustee of the estate and guardian of minor children. The trust is to cease July 1, 1938. W. Campbell George has been nominated by the testator as executor. For many years it had been the custom of Mr. George to give one-tenth of his income to churches, missionary causes, charitable and school work, and the will provides that this be done in the settlement of the estate.

Death has laid a heavy hand upon the generalware pottery industry within the last nine months, first being Monroe Patterson, of the Wellsville China Co., East Liverpool and Wellsville, O. Then followed the death of Willis Cuning, president of the West End Pottery Co., East Liverpool, and more recently death claimed W. S. George. Then followed just a few days ago the sudden death of George S. Goodwin, for years head of the Goodwin Pottery Co., which dissolved some years ago. George Burford, one of the owners of the old Burford Pottery, now a unit of the Potters Co-Operative Co., also died this year.

The decision of the management of the Atlas China Co., to rebuild its plant at Niles, O., will result in a more

modern shop being erected. A number of changes have been suggested in the plans by Herbert Goodwin, general superintendent, and one of the most noted ceramists in the trade. The company had a heavy volume of business on hand at the time of the fire, and when the shop is rebuilt it will be in a position to produce more ware than before the fire.

Patrick S. Butcher, of the firm of J. H. Butcher & Co., Ltd., decal manufacturers of Birmingham, Eng., accompanied by Bertram Rhead arrived at the office of George Barlow, East Liverpool representative of this firm last week. Mr. Rhead will return to Hanley, England next week, but Mr. Butcher will remain visiting the ceramic trade in the United States for an indefinite period.

Thomas J. Duffy, former president of the National Brotherhood of Operative Potters, but for the last 14 years a member of the Industrial Commission of Ohio, plans to retire from that office before the close of the year. Mr. Duffy is a member of the Ohio Bar Association. He will enter the practice of law in Columbus, following his retirement, and will specialize in industrial compensation cases.

"We're operating our plant about to normal capacity," observed George C. Thompson of the Thompson Pottery Co. "We've been putting out a number of special propositions, and our orders are exceptionally active for this season of the year." Mr. Thompson recently returned from spending three months in Florida, and declared that general business conditions throughout the south, so far as he was able to observe had a decided upward tendency. Jobbers in hotel ware seem to be doing an active business, judging by the volume of some orders manufacturers are receiving for the semi-porcelain line of hotel ware. However, while many jobbers are making a special feature of the china items, the demand for the semi-porcelain list seems to be normal. The bulk of the hotel list now being marketed in this district is for the plain white line, although some business for the decorated line is in nominal receipt.

Many manufacturers of generalware hold the opinion that plants will continue to be operated on a nominal production basis throughout the year, although no great rush of business is being anticipated for any particular period except during the fall, when the holiday requirements will be in the usual heavy demand. Salesmen are very likely to be on the road more this season than has been their

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

New Designs in Colored Glassware Shown by the National Silver Deposit Co.

TANGERINE and royal blue are two colors which dominate the products of the National Silver Deposit Ware Co., Inc., 179-183 Wooster St., New York. These two colors are of a rich translucent brilliancy enhanced by the lovely designs in heavy silver deposit. There are several new patterns among which is the Victoria which is developed only in the tangerine line. This is beautifully worked out on black bands which form a splendid background for the dainty grace of the pattern, which takes the form of festoons of roses joining medallions in cameo-like effect, showing a face in profile. These alternate with a basket of fern-like leaves and plain medallion pendant. This design is quaint and charming and silhouetted in silver against the black band is most effective. The Egyptian pattern is used on a black band with the tangerine, on the solid tangerine and on the royal blue. It is graceful and clean cut and makes a lovely decoration in any of the combinations. It employs as its motif a basket filled with roses, in conventional effect, alternating with a panel in an attractive modified shield design and joined by link-like festoons. These patterns come in a full line of fancy glass ware including large and small vases, console sets, relish sets, candy boxes, powder boxes, perfume sets, mayonnaise sets, footed bowls, cracker jars, handled cracker and cheese dishes, handled bowls, celery trays and iced tea sets, etc. Other iced tea sets, consisting of covered jugs and glasses bear two new decorations in silver deposit. These are large and bold, and beautifully adapted to the shape of the jugs and glasses on which they are used. One shows a large peacock with drooping tail, a trifle spread, perched on a graceful spray, and the other employs the pheasant and leafy spray. Those are especially adapted to summer selling and come in royal blue, tangerine and amber. New cordial sets in amber, amethyst and blue in optic with silver decorations in the Egyptian design are lovely. Besides these numbers mentioned there are beautiful gold encrustations both wide and narrow in solid colors and crystal. The beautiful array of glassware to be seen in the showrooms of this concern is indeed imposing and invites inspection of the discriminating buyers who realize that the vogue for attractive table and fancy glassware is very strong.

Herman C. Kupper Introduces "Auld Heather" Ware

A new line of earthenware from a famous Scotch pottery is being introduced into this country by Herman C. Kupper, Inc., 39-41 W. 23rd St., New York, N. Y. to whom exclusive control has been granted.

This is the "Auld Heather" ware, which comes in many unusual and unique decorations all underglaze and hand painted in bold and vivid colors. Shapes are attractive and unusual. Covered dishes are square and have knobs in a crouching lion design which is decidedly different. There are fifteen patterns now on display in the showrooms of the concern, all appropriate for breakfast ware, for the country home, summer bungalow or studio. The shapes and decorations have been carefully studied by Mr. Kupper with an eye to offering the trade something distinctively new to meet the constant demand for vivid and interesting decorations. One design has a wide conventional border in black and tan, outlined by black bands about the rim. Large conventionalized flowers in green and mauve, alternating with a small plant with three deep blue blossoms and dark green leaves adorn the center of the plate about a black circle. A similar design is to be seen, with the outside band on the rim in a deep blue with narrow yellow bands. The center decoration shows the same large flower in red, and small plant in blue with green leaves. This same center motive is worked out with large blossom in red and yellow and the same blue and green plant. The border on the rim of this line is quite different consisting of the conventionalized plant used in the center in red combined with blue bands. The same central decoration is also worked out with blue rim border in fleur-de-lys effect. Still another decoration of quite a different character has a border of deep blue fern-like leaves lying, side by side with tips pointing toward and almost entirely covering the rim. The center decoration has two concentric circles from which extend the same fern-like leaves, this time pointing outward making a star effect. Just inside the verge green leaves alternate with red roses.

United States Glass Co. Has a New Salt Shaker

A salt shaker, that really shakes, with a top that will not corrode or become easily loosened and broken, is what every buyer wants. The United States Glass Co., Pittsburgh, Pa., has a brand new shaker which, it is believed, fills all the requirements of a perfectly satisfactory implement. It is made with a stopper-like top of glass which screws into the neck of the shaker instead of fitting over the outside. Little ridges at each side of the stopper permit the salt to pass through freely and the general construction of the invention, which by the way, is said to be a product of the genius of E. Slick, president of the company, is such as to make it an efficient article and one which will not be easily broken. Stoppers are to be made in various colors as the trade demands, such as blue, green, amber, etc. It looks a pretty "slick" article.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

Boston News Notes

THE Home Beautiful Exposition, with its numerous model bungalows and suites of rooms, should have a stimulating effect on retail trade. Everything from vegetable mashers to oil heaters was shown. Among the items were a metal mop-pail, with foot-operated wringer, known as the Ring-Right, and made by the Watson Manufacturing Co. Spaulding-Moss Co., had an exhibit of parchment shades and Lavinite metallic black pottery vases. S. L. Prentiss Co. showed its Coldak refrigerating machine, of the ethyl chloride type, using direct drive motor. The Herald-Traveler cooking school had a Champion electro icer. Among the electric water heaters were the Sepco, made by the Automatic Electric Heater Co., represented by Arthur H. Abbott, 88 Broad St., and the Acme, made in New England and sold by the Acme Electric Heater Co., 1217 Washington St. C. E. Osgood Co. had a bungalow, and C. F. Hovey Co. a suite. Henry L. Kincaide Co., Quincy, and the Dalton Lighting Co. Fixture Co., 143 Pearl St., supplied furniture and parchment wall-light shades in the stucco-covered California booth. Marblehead had two potters from the Marblehead Potteries and displays from Daddy Scott Toys, Marblehead Model Yachts and Nutting's Marblehead Workshop (flagpoles). Gilchrist's supplied the cooking school with many utensils. The Home Beautiful Shop, 194 Harvard Ave., Allston, made the week a special one at its permanent furniture novelty showrooms, and lent lamps to the Herald-Traveler booth at the exposition. The Frigidaire "frost coil," showed an electric refrigerator made by General Electric Co.

George M. Kennedy has resigned as assistant to S. M. Averill, Jordan Marsh buyer of lamps, and Holden Whitaker, who has been with the company two years, has taken his place.

George B. Fowler, with Homer Laughlin China Co., and F. J. Carney, with Lazarus & Rosenfield, were at Young's Hotel last week. The Parker House guests included Paul A. Straub of Paul A. Straub & Co., importers, and Adolf Drey of Charles Zinn & Co., manufacturers of baskets.

The New England Doll Co., 17 Devonshire St., have leased the store and basement at 107-9 Washington St., running through to Brattle Sq., and are making extensive alterations of the premises, which they will occupy for the sale of dolls and novelties.

Charles J. Connick, designer of stained glass windows, has been appointed a delegate of the Boston Society of

Arts and Crafts to assist the American commission studying the International Exposition of Modern Decorative and Industrial Art in Paris.

William G. Fisher, proprietor of the Bon Marché department store in Newburyport for fifteen years, died at a hospital in that city on April 18, following an operation.

Herbert W. Wellington left Sunday for his Middle West territory after spending a few days at the home office of Mitchell Woodbury Co.

T. H. Garvin, Jr., arrived at Young's Hotel Monday for the week, with samples from Pickard Studios, Chicago.

Don B. Francis started Monday in his car to be gone all week covering Maine for Chase & Francis.

George W. Fuller of Salem, one of the few old-timers in the crockery trade who can think in pounds, shillings and pence, is disposing of his stock preparatory to retiring.

The Mr. and Mrs. Horace P. Hunt who announced the engagement of their daughter are not Mr. and Mrs. Horace P. Hunt of H. P. & H. F. Hunt Co. "They are the other Horace P. Hunts," said Mrs. Hunt whose daughter is still in school. "It is a long time since our mail has been confused," she added.

Edward McCarthy, recently assistant buyer of toys for Jordan Marsh Co., has become assistant to G. H. Guest, buyer of housefurnishings.

H. T. Durgin is bemoaning the burglarizing of his house during his absence last week.

The catalogue of the Taiyo Trading Co., while especially referring to the New York and Chicago stores, includes the wares of the Fuse Co., 99 Bedford St.

The United China Co., 39-49 Portland St., have moved their office to the rear, giving more space for window displays and making a more commodious and better lighted salesroom.

The largest grocery store chain in the country during the last fortnight has been offering a special package of

(Continued on page 31)

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are
Doing to Promote Trade in China, Glassware and Allied Lines

BY BEATRICE MILLER WISNER

AMERICANS are emulating more and more the splendid gardens found in European homes and estates. The matter of garden decoration and the cultivation of hardy plants, has within the past few years been the pleasure of the home lover in the suburbs of large cities, and one is compelled to notice how much time and thought has been given to beautifying home grounds with hardy plants, etc., when passing through rural districts. Gimbel Bros. has indeed brought right to the doorstep of New York City a glimpse of a real garden in the "Garden Shop" on the fourth floor, where a splendid display of hardy trees, plants and garden implements is featured. In the collection are fruit trees; apple, at 67 cents; plum, berry, pear and peach at 79 cents each; current bushes at 19 cents; and evergreen trees, spruce and arbor vitae, vines and perennials, rose bushes and peonies at 39 cents; shrubs, 39 cents; climbing roses at 29 cents each; all of these are interesting to lovers of out-door and garden adornment. Among the garden tools and implements are lawn mowers, garden hose, shovels, lawn sprinklers and other articles well adapted and useful in home planting. The section so well equipped has provided for town folk a sight seldom witnessed in a department store.

The "Gift Corner Garden," Frederick Loeser, is challenging nature in the lovely and realistic examples of artificial flowers, arranged in bowls and vases of enticing beauty. Trailing poppies of blue, rose or mauve are displayed in lovely lustre vases of green, blue or canary, vase priced at \$2.50 and poppies at 39 cents a spray. Quaint pewter bowls are priced at \$6.50, holding gay cosmos, at \$1.75 a bunch of eleven flowers, and two buds. The stately iris is given over to a beautiful Japanese vase, with black and white hawthorne decoration. This vase at \$4.98 and iris 39 cents each, make a beautiful combination for ornate decoration. Clear amber glass holds the California poppies in orange tones. The poppies at 98 cents each and bowl at \$7.98 are a sunburst of coloring. Dark blue china wall vase priced at \$1.59, with sprays of morning glories, at 49 cents each, is beautiful in its natural attractiveness. Dahlias, the ever popular flower, are glorious in flaming colors, against the dark blue of the beautiful oriental porcelain vase. The Japanese vase is priced at \$7.98 while the dahlias come at 39 cents a spray—what a lovely gathering of nature's blooms for indoor planting.

Summer glassware at moderate prices is being shown by Stern Bros., in color and gold banded effects. Lovely stemware, with handsome gold bands, listing goblets, wine, claret, high and low sherberts, table tumblers, ice teas at

45 cents each, are beautiful specimens of fine glass. Seven-piece crackled tea sets with covered jugs, amber blue or crystal, at \$1.95 and \$2.95 and glass salad plates, of amethyst, green, canary, light iridescent and blue, in hexagon and round shapes, priced at \$8.50 to \$10 a dozen, note some of the excellent glass ware in the sections devoted to crystal, etc. In the lamp division on the same floor, table and floor lamps for living room or library are attractively priced, including mahogany table lamps with parchment shade in floral designs, at \$8.50, junior lamps of metal finish, rose, blue or ivory, with fancy scalloped parchment shade, amber and cretonne effects, at \$16.75, and wrought iron bridge lamps, metal flowers entwining the standard, with pleated shade in chintz design, priced at \$7.95, are some of the unusual lamps with shades at interesting prices.

An attractive display of lamps in a section of the main floor of Hearn's in which floor and bridge models predominate, is interesting to those who wish to avail themselves of lamps and shades in a large variety of styles at popular prices. Specially priced bridge and floor standards at \$3.95 in artistic finishes, bridge and floor lamps complete with shades at \$9.75, \$11.75 and \$16.75 are some of the models at amazingly low prices. The shades show beautiful combinations of silks and chiffons with trimmings, fringes and galloons, harmonizing splendidly with the body color of the shades. The unique shapes and fanciful decorations are recognized inducements at above prices for adorning the home interior.

Every woman loves a mirror, whether for her personal reflection or for the adornment of some special room. Koch & Co. is showing some beautiful mirrors at special prices, including buffet, couch and panel styles. These show rich silver leaf and polychrome frames, and are priced from \$8.50 to \$69.00, according to style and design. The interior decoration of a room means a higher thought to furnishings, and with the addition of one or more of these beautiful mirrors any room would be beautified and conspicuously noticeable.

A noticeable window is featured by Daniell's, in which a variety of china specials, lamps and novelties have an artistic setting. Refreshing breakfast sets, with green border and medallion inserts, tea sets with oak leaf decoration, and delightful coffee sets with banded design and pink roses, mark some of the distinctive decorations and coloring of the china. Lamps, novelties and cigarette stands give a touch of variety to the chinaware specialized in this attractive window.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THERE was improvement noted in the general merchandising situation, as it relates to the pottery and glass and allied lines, in Chicago this week. Retailers have experienced a better business during the past week, due to the excellent "shopping weather." Wholesalers' and manufacturers' agents, report the retailers taking a little more merchandise for May and June delivery and optimism has replaced the indifference of the trade during the early weeks of April.

The Boston Store this week commenced their 52nd Anniversary Sale, a merchandising event which is being advertised extensively. Among the first week specials offered in the china and glass departments were 100 piece Noritake dinner sets with conventional colored border patterns and gold handles, selling at \$32.95.

The General Furniture Co. is holding a sale of the furniture, house-furnishing and dinnerware from the stock of the Jacobsen Furniture Co. which they recently purchased to close out.

A most unusual value in a metal bridge lamp with georgette shade was offered this week by Mandel Brothers.

The outfit, which was an attractive design and well made, sold complete for \$7.45. Colored glass stemware with bowls of spiral optic crystal and stems of ocean green were also featured at this store for \$5 per dozen pieces.

The Fair made a special this week of light cut stemware, grape designs at 23 cents each. A sale of 5,000 complete lamp and shade outfits was also held with a wide range of prices and selections.

Miss Helene Paschal, said to be the world's only woman ceramic engineer, maintained a booth last week at the Woman's Worlds Fair, held in Chicago. Miss Paschal, began her career as a potter, but following her studies in New York City she went to Saskatchewan. In search of a particular clay she prospected throughout that territory and was successful in finding a clay of superior qualities. She is now marketing that clay to potters in foreign countries in limited amounts as well as to domestic potters.

A party of celebration of the founding of the Weiboldt Stores, was held last week, in the crystal room of the Edgewater Beach Hotel for all the employes of the two stores. The Weiboldt stores were started 42 years ago and remarkable success has been achieved. The third Weiboldt store is now under construction.

It was learned last week that Sears, Roebuck & Co. will establish a retail store in Dallas, Tex., run along lines similar to the retail store recently opened by this large mail order house in Chicago. H. M. Ruble, head of the Southwestern department of the company will direct the affairs of the retail store, which will occupy a floor space of approximately 155,000 square feet.

The Vandyke Lamp & Novelty Co., 3420 W. Harrison Street, is new. The company received a state charter last week to manufacture lamps and shades. The owners are A. A. Schwartz, Paul Morel and S. J. Grusd.

The Club Aluminum Co., Lake Shore Drive, Chicago, recently increased its capital stock from \$50,000 to \$250,000. The company is also entering into the distribution of dinnerware and household items in addition to aluminum. This concern sells direct to the consumer.

The Hartman Furniture & Carpet Co. has sold its property located at Sixty-third and Green Streets and the South side branch is now located at Sixty-second and Halsted Street.

Construction of the Stevens Hotel to have 3,000 rooms,
(Continued on page 31)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and
Dinner Sets on hand at all times
Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

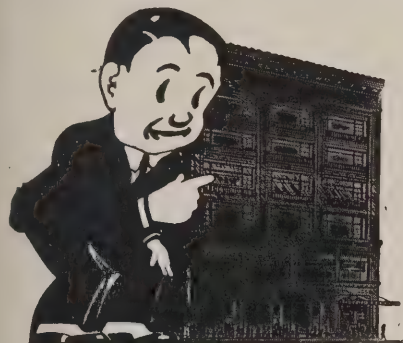
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CHICAGO

READY TO SERVE

BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

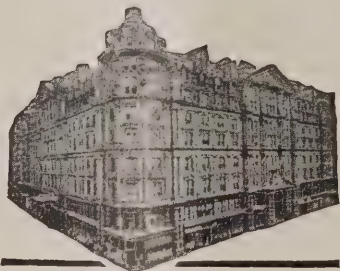
Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring

in many dollars

Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware,
Pressed and Blown
Etchings, Cuttings
and Iridescent.

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IRA A. JONES CO.

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Representing:

Pope-Gosser China Co. Coshocton Glass Corp.
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National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
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EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

WALTER B. ANDREWS

30 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing

MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.

SEBRING, OHIO

CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative

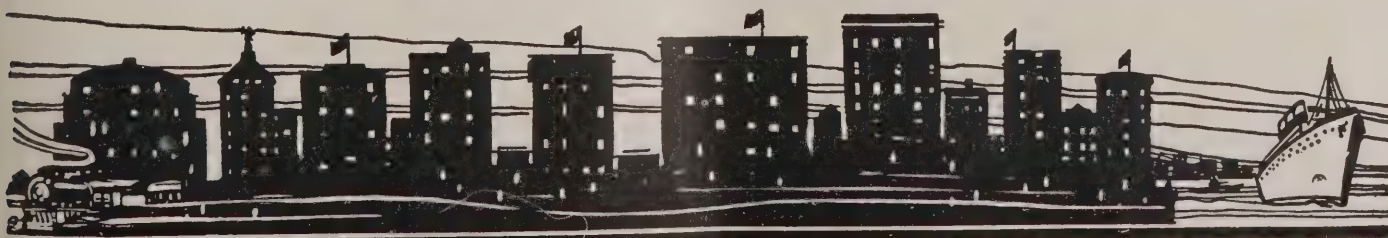
666 Lake Shore Drive

FURNITURE MART

Phone: Superior 4100

Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

WANTED—Commission Salesmen (We are manufacturers)—We have certain territory outside of New York and New England open for Commission Crockery Salesmen of experience. Our several plants turn out a strong line of Domestic Dinner Ware and specialties—a diversified line of quality, and can give service that will satisfy your trade and get repeat orders. As a side line ours would prove one of satisfaction and profit. Address P. O. Box 184, East Liverpool, Ohio.

REPRESENTATIVES to sell Active Light Cut Glassware Lines in California, New England States, Chicago Market, Denver, Colorado, and Texas. All new routes. Commission basis. Address Box 476, care of CROCKERY AND GLASS JOURNAL.

LINES WANTED

AN aggressive organization with established clientele, covering the Eastern States, wishes to connect with factory producing medium priced dinnerware and specialties. Also interested in glassware. Address Box 478, care of CROCKERY AND GLASS JOURNAL.

FOR SALE

FOR SALE—Well established China and House Furnishing business in Terre Haute, Indiana. Owner and manager recently deceased, reason for selling. Address all communications to The China Shop, Terre Haute, Ind.

POSITION WANTED

YOUNG aggressive salesman, good personality, experienced traveler. Familiar with both china and glassware. Is desirous of associating himself with importer or domestic concern. Address Box 475, care of CROCKERY AND GLASS JOURNAL.

UNUSUALLY capable man, 35, experienced in general office management and salesmanship in china and glassware business, wishes to make change preferably with New York house. Has been employed for 10 years with china and glass importing firm. Excellent references. Address Box 479, care of CROCKERY AND GLASS JOURNAL.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars, Cane, Tubing. Gas and Electric Globes in all COLORS. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

What the Potteries Are Doing

(Continued from page 24)

custom all of which indicates that the campaign for business will be steady.

Yellowware is in quite good demand, manufacturers in East Liverpool and in the Zanesville district advise. This is a staple line of merchandise, and the distribution of the production of all plants seems to be scattered over a rather wide territory. Nested bowls are selling well, while the Rockingham line of teapots is in steady request. The yellowware shops have been on an active production basis throughout the last four months.

The appraisement of the estate of the late Monroe Patterson, who was in control of the Wellsville China Co., Wellsville, O., and also the Patterson Foundry & Machine Co., East Liverpool, manufacturers of pottery machinery, discloses a valuation of \$779,920.49. Mr. Patterson controlled 510 shares of stock in the foundry business, and this issue was appraised at \$165,750. He controlled 900 shares of stock in the Wellsville China Co., and this stock has been appraised at \$225,000.

Notice has been issued that an application will be made at an early date for the appointment of a receiver to take charge of the business and plant of the Chelsea China Co., New Cumberland, W. Va. The property is not now active. It is said that the company, which is composed of Wheeling, W. Va. and Pittsburgh, Pa., interests, has spent upwards of \$300,000 in making improvements to the plant since it was taken over by the present owners some years ago.

The plant of the Atlas China Co., of Niles, O., which was recently destroyed by fire, will be rebuilt on the present site, it is officially announced. Contracts for rebuilding have been awarded the H. K. Ferguson Co., Cleveland, O. The company was considering offers from other localities, but as the city council of Niles agreed to immediately build a water main to the plant, the company then agreed to retain its interests in Niles. Construction of the new plant will begin within the next few weeks.

Glass Factory Activities

(Continued from page 23)

the company can obtain additional help. There has been a labor shortage in that part of the Ohio glass district of late. The Standard company is controlled by Lancaster, O. interests, and the factory was placed in operation late last fall.

Approximately \$500,000 will be spent by the Illinois Glass Co., Alton, Ill., on a new plant that will cover a site 130 by 1,000 feet. The new factory is to be located at Alton, and is expected to be ready for operation before fall.

The increase in sales reported by the several large Five and Ten Cent syndicates is reflected in the glass industry. Buyers for these syndicates have been rather active in the market throughout the season, and steady shipments are being made to all stores. The usual line handled by these stores has been in good movement so far this year. Tumblers have been active, and the vase line has also been selling well.

According to glass factory erectors here, the Chattanooga Bottle & Glass Mfg. Co., operating plants at

B. F. DRAKENFELD & CO. INC.

50 Murray Street

New York, N. Y.

Sole Sales Agents to the Glass Industry for

American Smelting & Refining Co's

DENSE WHITE ARSENIC

Over 99% Pure



LATEST Ceramic Material Price List No. 25

Have you a copy?

Roessler & Hasslacher Chemical Co.
NEW YORK

Tallapossa, Ga., and Alton Park, Tenn., proposes rather extensive additions to its plant in Tennessee in order to secure increased production. The company is a large producer of containers, and just now the demand for containers is declared to be better than for many months.

The Chicago Market

(Continued from page 28)

planned for several years past, will commence on May 1. This hotel will cost \$30,000,000 and contracts for furnishings, lamps, hotel ware, etc., are now being considered.

The Chicago Bargain House, Inc., 408 W. North Ave., was formed last week to do a general wholesale business in housefurnishings, novelties and general merchandise. The incorporators are Walter J. Fried, A. Redman and E. Sembach.

New glass desk accessories, such as paper weights and ink wells have been added to the New Martinsville Glass Mfg. Co. lines now on display in the Shops Building, 17 N. Wabash Ave. with Lewis H. Simpson & Co.

E. M. Meder, factory representative reports the buyers showing considerable interest in the new underglazed patterns of hotel china now being made by the Mercer Pottery Co. Samples are on display in the Shops Building.

Boston News Notes

(Continued from page 26)

six tumblers for sixty cents. The tumbler has a sand blast treatment, and six are placed in a cardboard container. The tumbler is of medium weight and first shipments to some of these stores were quickly disposed of, and re-orders resulted.

OBITUARY

Seymour S. Hartwell

Seymour S. Hartwell, who died on April 21 in Gloucester, at the age of sixty-six, was one of the dwindling number of old-timers in the trade. He was born in South Deerfield, and came to Gloucester in 1877, first working with B. Haskell & Sons, grocers and vessel outfitters. He then started a china, crockery and kitchen goods store for himself. Since 1910 he has had a gift shop at his home, 9 Chestnut St., where, assisted by his son, Herbert F. Hartwell, he enjoyed the patronage of summer residents of Cape Ann. He leaves his wife, his son and a daughter, the wife of Rev. G. E. Russell, chaplain of the Fishermen's Institute.

The Norfolk Glass Co., Inc., of Norfolk, Va., was granted a charter recently by the State Corporation Commission, for the purpose of manufacturing and dealing in all articles made of glass. Capital stock is from \$100,000 and the incorporators are Joseph Gurfein, president; B. Gurfein, secretary, and I. W. Jacobs, all of Norfolk.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PAUL A. STRAUB & CO., 105-107 Fifth Ave.
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

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May 7, 1925

No. 19

AS THE EDITOR SEES IT ECONOMY'S INFLUENCE ON BUSINESS

PERSONAL economy on the part of President Coolidge, as well as economy in government affairs is held responsible by many for alleged tightening of the country's business purse strings and consequent depressing effect in conditions in general. "If everybody stops spending money," one sage observer wails, "the time will soon come when nobody will have any money to spend. Hard times come when people are hoarding money, not when they are spending it." Without taking the space to explode the considerable body of fallacy in much of this sort of reasoning that is today going the rounds, it is easy successfully to exonerate the President and anyone else who may have been preaching and practicing thrift.

IN the first place, statistics, a very substantial body of which are now currently compiled and published by sundry agencies in this country, show pretty conclusively that, however they may be advised, the people are not staying out of the markets to any unusual extent. Retail sales, all branches of the business included, are moderately larger than they were at this time last year. Careful students of such matters are of the opinion that the rate of consumption of finished goods in this country is at the present time approximately the same on a per capita basis as it has been for the past year or two. The real trouble with many of those who now do so much complaining is that they had deluded themselves with false hopes of boom times and are now disappointed as well as surprised that the rank and file of the people of the country are pursuing the even tenor of their way in respect of their personal habits of consumption.

IT is unquestionably true that several lines of goods, probably the vast majority of products, are not to be consumed in this country or in the world at large in any-

thing like the quantities that might be consumed in more truly prosperous times. In some quarters of the globe there are large groups who are doing without some of the necessities of life, to say nothing of the comforts. But it would be a little worse than foolish to suppose or to assert that this habit of consumers is of their own choosing. Neither the world at large nor the United States has been either cursed or blessed by any sudden turn to unwonted thrift.

THE reason that consumers are not absorbing larger quantities of goods is simply that they have not the funds with which to buy goods they want and often need at prices which now obtain. If consumption is to be stimulated, it must be encouraged not by less thrift talk but by reducing costs of production and prices. Manufacturers still have to learn the lesson of budgetary control. Less than 5 per cent of them have adopted it to date in spite of actual demonstrations of its value that were given on the hard times of 1921, it is stated. Another vicious tendency is that of some manufacturers to overstock the jobber. The retailer, too, comes in for his share of criticism for the passive attitude he often takes toward business and tendency to sink himself too often to the level of a mere order-taker.

FROM the immediate standpoint our trouble is that we expected too much and are now learning that our excessive hopes had little justification. But from the longer and more fundamental viewpoint the difficulty is that we have still to take the steps necessary to lay a solid foundation for a full and abiding industrial activity.

The ABC of Dinnerware and Fine Pottery

By ALFRED H. HOLBROOK

CHAPTER XXI-a—DECORATIONS: MISCELLANEOUS ONES

IN the continual competition to meet every public demand, or supposed taste, the potteries have employed many combinations of decorative features. Thus with a regular form of design, either underglaze or overglaze, a portion of the glaze itself may be removed from a section by means either of acid or the sand blast. The exposed biscuit surface is then ornamented as desired perhaps with a dull matt effect of colors to contrast with the bright enamels surrounding it.

When acid is applied to remove the glaze so strong a one as hydrofluoric is used, as the glaze coating when hardened on the biscuit is glass-like in hardness. But where a considerable quantity of ware is to be unglazed in sections, it is economy to use an aerograph or sandblast machine. By it a stream of sharp cut quartz sand is forced against the glazed surface under a strong pressure of steam or compressed air. The glassy front quickly changes to a roughened appearance, and in a few minutes the thin glaze coating disappears.

Bands of solid colors are produced by coating the glaze of the ware where the solid color is desired with a thick oil. In preparing the oil the potter boils together for two hours, two quarts of linseed oil, one ounce gum mastic, one and one-half ounces red lead and one pint turpentine. The resulting oil is sticky and the broad band of ware where the solid color is required must be very smoothly coated with the oil. The color chosen is then evenly dusted over the greasy surface in the form of a fine powder. Where there is no oil on the glaze the color does not adhere. A moderate heat in the kiln drives the oil off, softens the glaze and leaves the solid color uniformly amalgamated with the glaze on the surface. With some colors it is found necessary to fire the piece two or three times and before each firing to groundlay it again until the necessary shade of color is reached. A machine has been invented similar to the sand blast consisting of a fine sprayer worked by compressed air. With this, evenness of work and gradation of tone can be effected cheaper but not as good as hand work.

Wherever mechanical means can be substituted for hand work it is done to save expense. However, hand

THIS is the first half of the twenty-first chapter of a simplified presentation of pottery in the making, written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

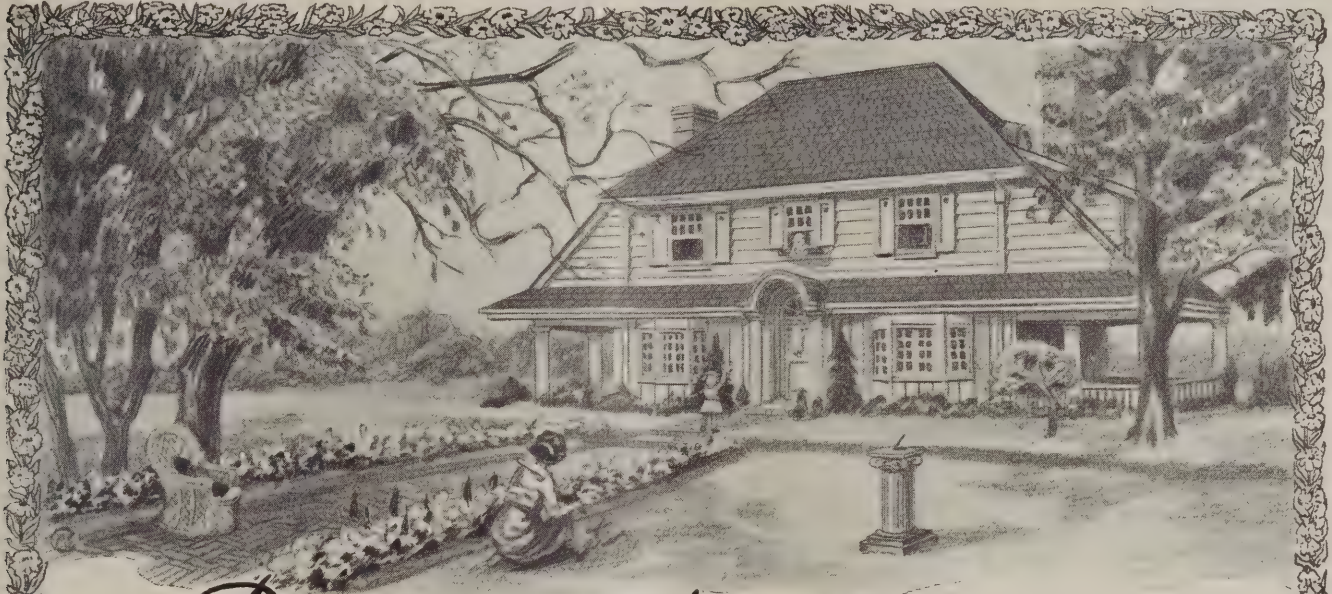
painting on both porcelain and semi-porcelain is still frequently employed not only by amateurs in the home, but in the factory as well. Nor is it confined to the more expensive and delicate refinements of art objects. There is a cheap bungalow style of bowls, vases, dinnerware and special pieces where rapid dashes of color by hand forming bold flowers, fruits, etc., is in wide demand. For the same class of buyer, of the more extreme taste, there is a process of mechanical reproduction in vigorous colors which has a growing clientele, viz:

Sponging, stamping and stenciling are cheap forms of decorating by cutting out such patterns as stars, simple forms of flowers and other figures from sponges, corks, soft wood or rubber. The figures are dipped into the diluted color and lightly pressed on the biscuit ware. Stencilling is done by sheets of oil paper, lead paper, thin metal strips or other similar

sheets through which the pattern is cut. The sheet is held firmly on the body of the ware and the color, almost dry, is rubbed through the design with a stiff brush.

Again patterns are outlined on tough paper with pin pricks. The paper is laid on the ware and sprinkled over with powdered charcoal or other colored powder. This leaves the design on the body of the ware indicating where the necessary colors should be filled in by hand to complete the decoration. With both the rubber stamp and the stencil, experienced workers will reproduce ornamental designs that are surprisingly handsome by the use of several colors, usually gaudy ones, each color being applied by means of a different stencil or rubber stamp. Only simple figures can be produced, however, by the foregoing forms of decorating.

Photo-ceramics photographs are more successfully transferred to china than to earthenware and on account of the difficulties in imprinting them on the china they are more frequently used on single items of fancy goods such as vases, etc., than on earthenware. The photograph is made in the usual way and from the negative, a positive picture is obtained by placing a sensitive plate or film behind the negative in a printing frame in a dark room and then exposing the two to the light. Where the image on the film or plate consists of finely divided silver it must be replaced



Distinctive Dinner Ware



HOMER LAUGHLIN
MADE IN U.S.A.

Colonial Homes Series

MAY FLOWERS

DECORATION NO. K-3315-M

"Just a splendid rose border"

Brilliant dark blue banded edge with full border of beautiful shaded white roses and floral ornaments between gold edge lines. All handles with burnished gold treatment.

Distributors for California and Oregon
PACIFIC HOUSEWARES CO.
650 Fifth St., San Francisco



HOMER LAUGHLIN CHINA COMPANY

Newell, West Virginia

East Liverpool, Ohio

with an image composed of a metal that is not attacked by the glaze when afterward dipped and fired. This is accomplished by immersing the image in a diluted solution of gold or platinum chloride, when a reaction occurs in which the silver combines with the chlorine depositing the finely divided gold or platinum in its place to form the image. The photographer then tones and fixes the image using in addition to platinum chloride, iridium chloride in order to get a deeper, blacker impression; or if red is desired, mixtures of platinum chloride and uranium chloride will furnish them, and a manganese chloride in the toning produces a warm sepia or brown effect.

The picture when toned to the desired color is laid on the article of fancy goods and coated over with a flux such as is used for the glaze, when both picture and glaze are dried and the ware is fired.

Buyers in New York

APRIL 30TH, 1925

W. J. Kronick, leather goods, jewelry, Kronick's Luggage Store, North Adams, Mass., 1181 Broadway, (Luggage & Handbag Inc.), McAlpin.

R. C. Masterson, jewelry, notions, leather goods, Hager & Bros., Lancaster, Pa., 315 4th Ave. (D. G. Alliance).

MAY 1ST, 1925

W. W. Taylor, house furnishings, toys, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

MAY 4TH, 1925

J. G. Anthony, china, toys, house furnishings, W. C. Stripling Co., Fort Worth, Ind., 333 7th Ave. (John M. Biggins, Inc.).

E. Klintiver, china, lamps, hardware, paints, toys, house furnishings, Herman Straus & Sons, Louisville, Ky., 11 E. 26th St. (McGreevey, Werring & Howell), Latham.

MAY 5TH, 1925

Miss E. Anderson, glassware, fancy china, Jordan Marsh Co., Boston, Mass., 432 4th Ave.

S. H. Weiss, Mgr., leather goods, jewelry, toilet goods, gifts, Mabley & Carew Co., Cincinnati, Ohio, 220 5th Ave. (F. Atkins).

R. G. Feidler, jewelry, leather goods, Thuerke Merc. Co., Fort Dodge, Ia., 352 4th Ave. (Kirby, Block & Fischer).

J. G. Anthony, house furnishings, china, etc., W. C. Stripling Co., Fort Worth, Tex., 333 7th Ave. (J. M. Biggins, Inc.), Pennsylvania.

W. R. Hays, jewelry, toilet goods, silverware, Paul Stekette & Son, Grand Rapids, Mich., 105 Madison Ave. (Mdse. Reporting Co.).

W. J. Juhan, house furnishings, toys, upholstery, Union D. G. Co., Macon, Ga., 105 Madison Ave. (Mdse. Reporting Co.).

A. Moser, house furnishings, toys, Bry-Block Merc. Co., Memphis, Tenn., 112 W. 38th St. (National Dept. Stores, Inc.), 19th floor.

MAY 6TH, 1925

C. G. Campbell, house furnishings, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway (Retail Research Assn.).

H. C. Andrews, house furnishings, W. R. Zollinger Co., Canton, Ohio, 105 Grand (Jay & Co.).

G. D. Crowe, house furnishings, toys, Younker Bros., Des Moines, Ia., 448 4th Ave. (I. S. Farian).

E. G. Aruffo, house furnishings, Crowley, Milner & Co., Detroit, Mich., 100 W. 32nd St.

G. Lamson, jewelry, silverware, leather goods, Sage, Allen & Co., Hartford, Conn., 315 4th Ave. (D. G. Alliance).

Here Are Forty Encouraging Business Happenings

There has been improvement:

1. In employment.
2. In stock market stability.
3. In the money market.
4. In grain prices.
5. In railroad traffic.

6. In dividend declarations.
7. In clearings through banks.
8. In foreign trade.
9. In mail order and chain store sales.
10. In automobile production and demand.
11. In copper consumption.
12. In the silk trade.
13. In the rubber industry.
14. In consumption of paper.
15. In the packing industry.
16. In the shipping industry.
17. In the building industry in numbers of centers.
18. In business booked by leading electric companies.
19. In public utility earnings.
20. In purchases of agricultural machinery and implements.
21. In savings bank deposits.
22. In the volume of new life insurance written.
23. In hotel construction.
24. In the volume of advertising.
25. In sales of cash registers.
26. In equipment buying by railroads.
27. In road building.
28. In the sugar industry.
29. In pig iron and steel ingot production.
30. In the number of new enterprises incorporated.
31. In the demand for gasoline.
32. In tobacco consumption.
33. In employee and customer ownership of securities.
34. In the outlook, from the tenant's viewpoint, for lower rents.
35. In the cost of living—from the viewpoint of the householder interested in lower prices.
36. In merger prospects.
37. In the outlook for tax relief.
38. In the handling of Government expenditures.
39. In relations between employer and employee.
40. In financial and business sentiment.

—B. C. Forbes, in *Forbes Magazine*.

Glass Substitute Made in Vienna

Although it has every appearance of glass, a material invented in Vienna is elastic and can be turned in a lathe. When a piece of the product is dropped on a solid floor it is said to bounce like a rubber ball. Only great strains will cause it to break, and it cannot splinter. The material will take a polish similar to that of glass and may be dyed or stained in the same way. Used as windows of vehicles, the substance may be of value in preventing injuries to passengers from shattered panes in case of wrecks. As a substitute for glass in toys, travelers' articles and roofs of hothouses, it would reduce the percentage of breakage. It is also said that in a thin solution it can be applied like varnish to pictures and furniture, allowing frequent washing without marring the surfaces, as it is not readily affected by acids or heat and cold. In the fluid form, the substance may be used for mending glass and porcelain and for stiffening cloth.



CAUGHT IN THE NEWS NET



AMONG the arrivals on the *Berengaria*, on Saturday, May 2nd, was W. B. Elms of the Dohrmann Commercial Co. Mr. Elms who has been in Germany for sometime expected to leave for the Pacific Coast on Wednesday last.

S. H. Slobodkin, successor to the late H. Benedikt, New York representative for the Canonsburg Pottery Co., and the W. S. George Pottery Co., took formal charge of the business at 7 West 22nd St., on May 1st and is busily engaged getting acquainted with the local trade. Mr. Slobodkin has a very pleasing personality which will readily make friends for him, consequently the work of making himself known should not be an extremely difficult task. On the other hand, neither is Mr. Slobodkin a novice in the business, being well versed in selling as well as the manufacturing end of the pottery business, through his connection with the trade as head of the Boston Pottery Co., Boston, Mass., for several years. Mr. Slobodkin will be ably assisted in the office by Miss Grace Webster, who acted as secretary to Mr. Benedikt for years and who is well and very favorably known in the trade on her own account.

Herbert K. Connor, traveling representative for the East for the Carrollton Pottery Co., Carrollton, O., packed up last Saturday afternoon after spending a week displaying advance samples of his attractive new fall lines at the Hotel McAlpin for a week. Mr. Connor will be located at Youngs Hotel, Boston, for several days this week, before proceeding on his way back to the factory. He will take a short rest at his home in East Liverpool, in preparation for a vigorous campaign for fall business.

J. H. Venon, the well known importer, arrived home last Saturday after spending several weeks calling on the trade in the larger cities of this country. He is now making preparations to sail for France aboard the *De Grasse* on May 14. From there he will make trips to the various foreign factories he represents and will spend most of his time working out new ideas in decorative treatments, etc., to present to the American trade in his lines of dinnerware, art ware and glassware for the fall. Mr. Venon will be accompanied abroad by his wife and young son.

George F. Bassett & Co., held a salesmen's conference last week at their headquarters in New York for the purpose of discussing new designs to be brought out for the fall trade and other matters per-

taining to business in the territories covered by the various representatives. Those present besides the president of the concern, Alfred H. Holbrook, were Wm. J. Swartz, secretary of the company and also traveling representative, F. O. Shattuck and David Littlejohn.

H. B. Thistle, of Phillips, Thistle & Smith, returned to New York last Friday from an extended trip through Northern New York. He started out again on Tuesday night for a short trip to Newburgh, Poughkeepsie and other Hudson River towns.

Percy N. Leyland, head of Percy N. Leyland, Inc., New York, is expected home this week end. He plans to sail for England sometime about the middle of this month. Harry Leyland will return to New York before his father leaves.

Justin Tharaud, Sr., head of Justin Tharaud, Inc., well-known New York importing concern, returned on Monday last from an extended Western trip. Mr. Tharaud is planning to leave for Europe on Saturday, May 9th accompanied by Mrs. Tharaud.

J. H. Rogers of the George F. Bassett & Co. traveling staff returned on Monday from a four months' trip over his territory in the South.

F. J. Hollenbach, assistant china buyer to W. Behringer of Hess Bros., Allentown, Pa., registered at the Hotel Pennsylvania on Wednesday for a several days' stay to cover the New York market. He was accompanied by Miss Ulmer, assistant buyer in the glassware department.

H. J. Smith of Phillips, Thistle & Smith, New York, left Wednesday night for Greenfield, Mass. and other New England towns.

William Taylor, representative of Percy N. Leyland, is expected in off the road next week.

The New England Crockery Co., New London, Conn. recently moved into a new and larger store in the Cronin Bldg., 88 State St.

Charles B. Levy, who travels the Southern territory for Maddock & Miller, Inc., New York, is expected home on Monday, May the 11th.

E. Henn, who several weeks ago became associated with the New York office of the Cambridge Glass Co.,

Cambridge, O. leaves New York early next week for a short trip through New England and New Jersey.

James Boote, head of Edward Boote, importers, New York, sailed for England, Wednesday on the *Berengaria* for a six weeks' trip. Mrs. Boote accompanies him.

H. L. Seixas, with Edward Boote, returned Monday from the west. He will "hold the fort," 35 West Twenty-third Street until the return of Mr. Boote from England.

Alfred G. Moment, New York representative of La Porcelaine Limousine, left Monday for Boston. He returns the latter part of this week.

Fred Farrell, with Alfred G. Moment, New York, who returned to the city last week, left Monday for a brief trip through New York State.

R. J. Bensen, vice-president of the Cincinnati Dry Goods Co., was in New York the latter part of last week visiting the trade.

OBITUARY

Julia Mann

It is with deep regret that the trade has learned of the death of Miss Julia Mann, head of the Italian glass department of Graham & Zenger, Inc., 104 Fifth Ave., New York, which occurred in Rome, Italy on Saturday, April 25th. Details of Miss Mann's illness and death are not yet fully known. She had been ill of pneumonia for about three weeks and reports which were received by her firm led them to believe that she was improving and would recover completely, when they received the sudden cable announcing her death. Miss Mann was accompanied by her cousin, Miss Corbyn, who was with her during her illness and at her death. She was buried in Rome and Miss Corbyn will return shortly.

Miss Mann was a well-known figure in the glass and china trade, being recognized as one of this country's experts of finest glassware. She was practically brought up in the establishment of Marshall Field & Co., with whom she was associated for twenty-three years and where she first attained her reputation as a glass buyer of ability. She had been with Graham & Zenger for the last six years as head of the Italian glass department and had, just before her departure for Europe, become a member of the firm. The loss of her good taste and judgment in selecting and merchandising fine china and glass will be felt, not alone by the company with whom she was associated but by all who came in business contact with her. Besides her work with Graham & Zenger she operated specialty shops in Chicago, in conjunction with Miss

Corbyn, and in Southampton, Long Island. Miss Mann was a woman of rare charm and won the high regard of all who knew her. It is truly hard that after years of service in the trade, just as she had achieved a business success she was summoned to her last rest.

Charles G. Rathjen

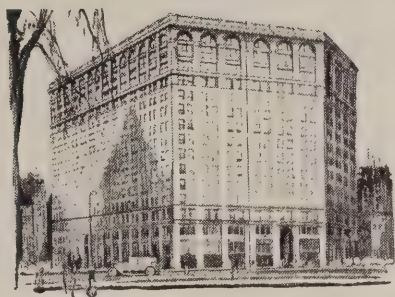
It will be sad news indeed, especially to old timers in the china and glassware trade, who knew him well, to hear of the passing of Charles G. Rathjen, vice-president of Ferdinand Bing & Co.'s Successors, Inc., New York. Mr. Rathjen passed on in his sleep from heart failure, at the home of his daughter in South Orange, on Thursday, April 23. He had been in a condition of more or less failing health for several years but suffered from nothing of a particularly serious nature. His wife to whom he was deeply devoted, passed away five weeks previous to Mr. Rathjen's death and it is thought grief over her loss, was largely responsible for his passing so soon after. Mr. Rathjen, who would have been seventy-one years old on May 1st, was born in Hanover, Germany and came to this country in 1879 when he engaged with Ferdinand Bing as a salesman traveling for the concern through the west. He succeeded so well that he became a partner in 1889 and in 1909 when the business was incorporated was elected vice-president of the concern. Mr. Rathjen's friends in the business were legion. His kindness of manner and fine qualities drew people to him wherever he went. The funeral services were held in Baltimore, his wife's former home and he was buried beside her in the cemetery in that city.

Lee Steinfeld

The friends of Lee Steinfeld, first vice-president and one of the founders of the prominent housefurnishing manufacturing concern, Steinfeld, Inc., New York, were shocked to learn of his sudden death which occurred on the golf links of the North Shore Country Club at Glen Cove, Long Island, N. Y., on Sunday, April 26th, as a result of a heart attack. Mr. Steinfeld had apparently been in the best of health and had just returned from a short vacation trip with his wife and daughter.

Mr. Steinfeld was born in Valparaiso, Ind., in 1871. He and his brother, Samuel, established the business of Steinfeld Bros. thirty-eight years ago and eight years later they came to New York where the business has prospered continuously. Mr. Steinfeld was well known and highly respected in the trade, a man of sterling worth and having a high type of business ability.

The funeral services were held Monday, April 27th, the interment being in the Woodlawn Cemetery, New York City. The premises of the Steinfeld, Inc., were closed all day in respect to his memory.



National Leaders Gather Here

IN NEW YORK, the really big leaders in housewares maintain their offices in The Fifth Avenue Building. Whether your special line may be art and gift novelties, earthenware, glassware, lamps or bathroom fixtures, you will find many firms displaying your needs. One buying trip in one building will suffice for your seasonal requirements. Pleasant surroundings, successful

associates, and convenient location make The Fifth Avenue Building the logical place to do all your New York buying.

Ten minutes from the Pennsylvania Terminal, thirteen minutes from Grand Central, all uptown and downtown New York within equal, or less, riding distance by subway. Buses and surface lines pass the door. Two elevated lines within two blocks.

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue, at Madison Square, New York

"More than an office building"

Thomas B. Cannon

After being in poor health for the past two years or more, Thomas B. Cannon, china, glassware and housefurnishing buyer for H. & S. Pogue Co., Cincinnati, died at his home in that city on Sunday, April 26th. Mr. Cannon was born in New Haven, Conn., sixty-four years ago, where he spent the early part of his life. His first position as buyer was with the Edw. Malley Co. of that city. Later he held a position in the same capacity with the H. A. Meldrum Co., Buffalo, and H. Batterman Co., Brooklyn. Mr. Cannon who was well liked will be missed by a large circle of friends in the business.

Samuel F. Pielow

One of the best known retail china salesmen in New York, Samuel F. Pielow, passed on at a hospital here on April 26th after nearly a two years illness from a clot on the brain, which affected him both mentally and physically and gradually exhausted his strength until the end released him from his suffering. Mr. Pielow who was born and always lived in New York was sixty years of age. He was for years salesman for Higgins & Seiter and later was with Stern Bros., and Ovington Bros., being with the latter firm until he was forced to retire on account of illness. Mr. Pielow who was a bachelor is survived by one sister.

Trade Golfers to Open Season

The opening tournament for 1925 of the China and Glass Trade Golf Association will be held at the Scarsdale Golf Club on Wednesday, May 13th. Eugene Peck has again secured this course for the association and as it has always been a favorite with the members a large attendance is expected.

Train leaves Grand Central Terminal at 8:18 a.m. Daylight Saving Time. Tickets should be bought for Hartsdale which is the Club Station.

The next train is the 8:50 Express to White Plains. The club is reached from this station by taxi—a distance of two and a half miles.

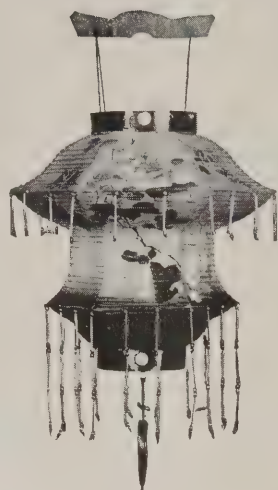
Schools being still open, *caddies must be engaged in advance*, and it is especially important that the secretary, L. S. Owen, 126 Fifth Ave., be notified promptly by members and their friends intending to be present for the game.

Greenwood China Co.'s Plant Sold

Announcement was made on April 21, of the sale of the Greenwood China Co.'s plant, Trenton, N. J., to T. Arthur Karno, formerly of the Karno-Smith Co. While the consideration was not disclosed, the factory is understood to have been held at \$150,000.

The property has a frontage of 250 feet on Muirhead Avenue and extends back 300 feet to the Pennsylvania Railroad Company's line. There are eight

LOOK AT THIS LANTERN!



There is beauty in it—
there is profit in it.

It appeals to your artistic
as well as to your business
sense—

But then, so do all the
items listed in our new
catalog—

Send for this book at once
for it contains many items
that will fill your store
with beauty and your cash
register with profit.

REMEMBER

Taiyo Trading Co., Inc.

IMPORTERS OF

Japanese Goods

327 W. MADISON STREET
CHICAGO

101 FIFTH AVENUE
NEW YORK

TELEPHONE MAIN 4156

TELEPHONE STUYVESANT 3823

Theresienthal Fine Crystal



We invite your attention to the many beautiful lines we carry of Theresienthal Fine Crystal. The above is one which we carry in stock in New York and which is especially interesting because of the approaching summer season.

FRED C. REIMER CO., Inc.

49-51 West 23rd Street

New York, N. Y.

kilns. The property was acquired nearly fifty years ago by the Greenwood China Co., a corporation consisting of the interests of the James Tams and Stephens estate.

The orders which have been filled in this plant will be taken over by the Greenwood Pottery Co., about July 1, when transfer of the property is completed. Enlarged facilities have been provided at the Greenwood Pottery Co. plant in the rear of South Clinton Avenue, below Mercer Cemetery, in order to provide for the increased production.

The plans of the purchaser of the Greenwood China plant are unknown at this time.

Retiring After Half-Century in Crockery Trade

George W. Fuller, who has been in the crockery business for nearly half a century, is closing out his stock at 80½ Essex Street, Salem, Mass., preparatory to retiring. Mr. Fuller's establishment has long been one of the landmarks in Salem and he himself has always been considered a thoroughly reliable business man.

Mr. Fuller was born in Salem, Dec. 6, 1852, he was educated in the public schools and on completing his education went to work for the late William A. Bowditch in his crockery store, where he served an apprenticeship, learning all branches of the trade. Later, he went to a commercial college in Boston, and on leaving there he was in the employ of Guy Brothers, whose store was on Essex Street, opposite St. Peter Street, until 1872, when he was transferred to their Boston store. In 1875, he opened a store for himself at 271 Essex Street, where he continued until the building was damaged by fire in 1913, and he removed to the second floor at 280½ Essex Street, which he is now closing.

Schroeter Newest Factory Representative

The latest acquisition to the trades factory representatives in china, glassware and housefurnishing lines, is Clarence Schroeter who has just opened an office at 1001 Market St., Philadelphia, and will cover territory through Pennsylvania, (Johnstown and East) New Jersey, (Trenton and South) and Delaware.

Having formerly traveled this territory for a number of years for Peacock and Roop, Philadelphia, Mr. Schroeter has built up a large following, which will be a valuable asset to him in his new venture.

Included among his sales assistants will be his father Philip K. Schroeter who has been traveling through Pennsylvania with a kindred line for several years.

It is Mr. Schroeter's intention that either his father or himself shall be in the office at all times, to meet their old friends in the trade and to assure them intelligent attention.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



DEMAND for flint glassware is "holding its own" according to the views of sales managers of factories in the Pittsburgh district. In some instances the seasonable lines are in heaviest demand, and factories featuring these items are working actively. The demand for containers is growing, and manufacturers of this entire line have reported that new business is in heavier receipt now than for the corresponding season a year ago. Manufacturers of lenses report a heavy volume of business on file and that future orders are also being received. The demand for this particular line of glass has been increasing annually for many years, due to the increased use of the line. There is not much activity in the lighting glass division, although it is admitted that increased building activity throughout the country will quickly reflect in the glass business. In the decorated line, a very good demand is said to prevail. Department store buyers are making a special drive on these items just now, and such sales activity is bound to continue until at least the end of June.

Fire caused more or less damage a few days ago at the plant of the Coshocton Glass Co., at Coshocton, O. The fire was caused by the bursting of a tank. The loss has been estimated at about \$2,500, and the damaged portion of the factory is now being repaired as is the tank.

Glass manufacturers and salesmen will be interested in learning that the old Monongahela House, Pittsburgh, has changed hands. J. Bert Kelly, for the last 25 years in charge of the hotel, retired May 1. The hotel is now operated by Mrs. Clara Clinton, owner and manager of the Hotel Chatam. It was in the Monongahela House that the annual Glass Exposition was held for so many years, and it was also in this hotel that William C. Lynch, now with the Taylor, Smith & Taylor Co., first displayed the line of the Steubenville Pottery Co., as a part of the glass show. The Monongahela House was erected in 1847, and it was there that the foundation for the Republican party was laid.

Additional factory improvements are proposed by the Hocking Glass Co., Lancaster, O., the company having awarded a contract for an addition to its factory. General business with the concern is declared to be good and a considerable volume of advance orders is also being received. The factory is working on an active production basis in all departments.

With a capital stock of \$50,000 the Norfolk Glass Co. has been formed at Norfolk, Va., by Joseph Gurfein.

It is said the company will manufacture a line of specialties.

It is the opinion of tumbler manufacturers in this territory that the demand for jellies and similar containers this season will be equal to that of the last two years. Wholesale distributors have begun to anticipate their requirements in rather liberal volume, and carlot orders are not at all uncommon. The market at this time is steady, but it would create no surprise on the part of some buyers to learn of a slight advance in the list before the season gets much older. Wholesale grocers have been more or less active in anticipating future requirements, although the regular glass jobbing trade is also preparing for a heavy distribution of these kindred items.

It has been reported here that J. W. Wood, formerly associated with the Lippincott Glass Co., Alexandria, Ind., but more recently with the glass business at Dunkirk, N. Y., is now superintendent and factory manager of the Sinclair Glass Co., Dunkirk.

After spending several months abroad, Jake Kohnfelder, buyer and manager of the china and glass department of the Kaufman & Baer department store, Pittsburgh, has returned to his desk. While visiting the foreign markets Mr. Kohnfelder arranged for his holiday requirements.

A china, glass and aluminum department has been opened in the new store of the K. & N. Co., Wheeling, W. Va. The store is another branch of the parent store at Alliance, O., and will be under the management of William Kraus.

A number of glass factories are arranging to exhibit their lines at the annual National House Furnishing Exposition which will be held in Chicago, Ill., commencing June 22. The number of glass lines shown there, however, will not be as extensive as during the January season here, according to manufacturers.

In order to take care of increased business, and widen its distributing territory, the Bartlett-Collins Glass Co., Sapulpa, Okla., is proposing to erect a new factory at Tulsa, Okla. About the same number of lines manufactured in the parent plant will be produced in the new factory, according to reports that have just been received from Sapulpa.



WHAT THE POTTERIES ARE DOING



ALTHOUGH final details have not been completed, it is admitted that the Atlas China Co., Niles, O., is about ready to close negotiations for the purchase of the 14-kiln plant of the Guernseyware pottery at Cambridge, O., which property has been on the inactive list for several years. This business deal, however, will in no way interfere in any way with the plans of the company to continue business at Niles. The H. K. Ferguson Co., Cleveland, O., who has the contract for the reconstruction of the Niles plant of this company and has contracted to turn the building over to the company within 45 days from April 15th, and it was said at the office of the Atlas company this week that it was the intent to make ware at Niles not later than June 1, and before that date if possible. New machinery has been ordered, and some has already been delivered. This equipment will be placed in position as soon as the roof is finished. The Atlas Co. has offered \$90,000 for the Cambridge property. Representatives of the Niles company and the owners of the Cambridge plant were to hold several conferences this week, which may result in the transfer of the Cambridge property to the Niles interests.

General business with the manufacturing potters of the East Liverpool district continues on about the same scale as has been previously reported. New orders from some parts of the country are considered spotty and draggy, while more or less activity in the receipt of new business is reported from other territories. Department store buyers continue to order open stock patterns in fair volume, but these orders indicate that only sufficient merchandise is wanted to keep local stocks up in fair volume. Retail demand is said by some of the buyers to be still draggy, although industrial conditions in some parts of the country show an improvement. Plain white ware is in fair movement, generally speaking, also decorated sets. The western and southern jobbing interests are buying in rather reasonable quantities just now, which indicates clearly that local demand is increasing.

Announcement has been made of the marriage of J. W. Hepplewhite, chief of the research department of the Edwin M. Knowles China Co., and Miss Nell Ferguson, sister of T. P. Ferguson, the well known decalcomania salesman of this city, and a daughter of the late Silas P. Ferguson, for years manager of the plants of the East Liverpool Potteries Co. Mr. Hepplewhite is a graduate of the school of ceramics, Ohio State University.

Application has been made to the probate court of Columbiana County asking for the appointment of W. Camp-

bell George as executor of the estate of the late W. S. George, East Palestine, O., and also for the appointment of Patrick McNichol of the Standard Pottery Co.; John W. Vodrey of the Vodrey Pottery Co., and H. N. Harker of the Harker Pottery Co., of East Liverpool as appraisers of the estate. The application also requests the court to appoint the First National Bank of East Liverpool as depository for the stocks held by Mr. George which have been valued at \$750,000. The real estate has been valued at \$8,000.

In the Zanesville, O., district the demand for art pottery lines is declared to be normal for this season of the year, although the demand for certain art offerings is said to be active. This is especially true of the jardinier line, which always shows an increased demand with the approach of the summer season. Dealers have been in the habit of featuring jardiniers for summer use, as the item is always used as a porch decoration for potted plants. Flower vases are also selling well, according to the manufacturers, and the demand for both lines is expected to be active throughout the season.

The Owen China Co., Minerva, O., is now operating its No. 1 plant on practically a full time basis. However, no effort is being made to resume activity in their new plant or No. 2 shop. It is the intent of the company to keep their original shop in steady operation, and production in the new pottery will not be ordered unless business conditions warrant.

The Keller Pottery Co., Norristown, Pa., which manufactures a line a stoneware specialties proposes to relocate its plant at North Wales, Pa. The company has been in business for about 50 years at Norristown, and its plant there will be abandoned when the new pottery is ready for operation.

Final arrangements have been made for the annual convention of the National Brotherhood of Operative Potters which will be held in Atlantic City, N. J., commencing Friday, July 3rd. The list of propositions or resolutions that the delegates will consider have been filed with the national officers of the Brotherhood.

Information has been received in East Liverpool of the sale at Trenton, N. J., of the plant of the Greenwood China Co., to T. Arthur Karno. The plant is reported to have been sold for \$150,000 and has been operated by the Greenwood China Co. for upwards of 50 years.

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Edmondson Warrin. Showing New Decoration in Silver

BEAUTIFUL glassware, well modeled with delicate finely executed cuttings, is a joy to behold and handle. When it is combined artistically with skillfully applied silver decorations it achieves a distinction and charm that is irresistible. It is just such lovely glassware that one sees in the showrooms of Edmondson Warrin, Inc., 43-45 West 13th St., New York. These rooms are extremely well lighted and the shelves and tables gleam with the sparkling crystal which the brilliancy of the sunshine sets aglitter. New numbers are always being evolved in the workshops of this concern. One of the newest is a novelty cigarette holder and ash tray which comes in crystal with green foot and in solid green, all with a sterling silver decoration in the form of a full rigged ship. These numbers are very attractive. A decoration which has just been introduced by Mr. Warrin is a heavy sterling silver deposit in elaborate design on a full line of fancy glassware. This has been difficult of achievement and is well worth the trouble which the designer and chemists have put into it. There are two different designs in this new decoration, the Corinthian and the Classic. The former is a running border in delicate lacy pattern employing a conventionalized leaf and flower in two different alternating medallions joined by two narrow bands on solid colored bands. The Classic design consists of two alternating medallions, one a little larger than the other in graceful scroll-like effect on wide colored bands. These two designs may be had in comports of various types, salad, cake, cracker and cheese dishes, bowls, candlesticks, in fact thirty or forty different items. There are also beautiful new designs in china service plates, with floral centers and floral and festoon border about the verge, all in Dresden colors. On the border are medallions of the same flowers encircling a panel of blue and gold alternating with a deep blue motif. These, interlaced with a design in raised gold, make an elaborate and richly beautiful combination. There are Rock Crystal vases of Belgian glass in exquisite feathery leaf and blossom cuttings, also combined with silver deposit or encrustations. Richness and grace characterize all these new numbers which are indeed distinctive and "different" in their character.

Vogt & Dose Import English Wares in Lovely Colorings

New patterns in English earthenware are to be seen on the balcony of the new showrooms of Vogt & Dose, 14 W. 23rd St., New York. Solid color art pots, or

bowls for cut flowers or plants, in round or fluted shapes, come in blue, lacquer, lavender, pink, yellow green. There are also flower bowls and comports in these colors, white inside with black edges which bring out the colors to advantage. There is a deep yellow with black edges and tracings on foot. Others in mottled or powdered rose or blue with iridescent lustre glaze, are really "different" and very lovely. Floating bowls come in graceful shapes and various colors and designs. One is a solid yellow with black edge, another is mauve outside and lined with a dull black. Still another is lined with yellow, and black outside with a floral spray in mauve yellow and blue with green leaves arranged in a conventional band about the top. A rose and tulip spray in red and violet with green leaves on a dull black ground makes a design of charm, cheerful and distinctive. All the decorations in these bowls are bold and rich in coloring and would make a vivid spot to lighten a somber hued room. One bowl lined with yellow and black outside with a floral spray in mauve, yellow and blue motif in red and blue. Others have floral sprays with deep pink blossoms and green leaves combined with a bird in gay colorings. Another is solid black outside with a vivid blue inside and band in various colors. A unique flower holder is made to simulate a tree trunk in black with a yellow bird perched on it.

The Smith-Phillips China Co. Introduce Two New Designs

The Yellow Rose pattern on the well-known Princess shape of the Smith, Phillips China Co., East Liverpool, O., is to be seen in the show rooms of Phillips, Thistle & Smith, Inc., at 1107 Broadway, New York. The decoration which employs sprays of yellow roses arranged in an artistically charming fashion is very appealing in its simplicity and daintiness. The touches of black, leaves and tracings on handles, knobs, etc., make a delightful contrast. Another innovation of this concern is a new adaption of the Princess shape which gives a shoulder to bowls, covered dishes, etc. This gives added strength and makes a division between the decoration on the main body and covers. The cover also fits better. On this new shape is a charming pattern, showing festoons of red roses alternating with sprays of blue flowers and smaller roses. These stand out against a irregular, checkered band in black and deep yellow—in tiny checks. Black tracings on knobs, handles and at edges emphasize the coloring. The ware in these new samples is an exceptional example of potting of which the manufacturer is justly proud.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

A FIRMER tone in retail crockery and glassware sales has marked the past two weeks in Boston stores. The annual May sales of the department stores and the usual spring-time purchasing of couples starting in married life and householders replacing sets or purchasing equipment for summer camps account for the generally favorable tone. Business in general is hopeful but nothing to become gleeful about except in the building trades, which is showing unusual activity. Consequently there is room for satisfaction over the good tone in crockery and glassware. With the Home Beautiful Exhibition just closed, thronged by thousands of potential buyers during the past week, many of whom have already made home purchases, the retailers are catching the rebound across the counters now. The same story is expected as a result of the Convention and Exposition of New England Hotel Men, which opens at Mechanics Building next Monday to run six days. Hotel purchases cannot be prognosticated with conviction. But there is an expectation of increased sales in hotel ware during and after next week.

Among Boston concerns featuring dinner sets in their May sales are Peabody's on Summer Street, who are holding a re-opening sale, having remodeled their building since their fire come time ago. Houghton Dutton's have devoted a window on Beacon Street to sets with typical prices \$5.50 for 34 pieces, \$4.98 for 26 pieces, \$18 for 100 pieces, and \$5.98 for 32 pieces. Jones, McDuffee & Stratton report business much improved. Among attractive exhibits on their ground floor is one of the irregularly shaped and strangely colored Schneider glassware from France. Stearns', Whites', Mitchell Woodbury's, Jordans', and the other large dealers have given special attention to dinner sets and dishes and fittings for summer places. In general department store sales have equalled those of a year ago. The seasonal increase in activity plus the impetus of the Home Beautiful Show and the approaching hotelmen's convention are expected to show a better business, at least in crockery and glassware, than in May, 1924.

Among new local incorporations of interest to the trade are those of the J. C. McLean and Son Co., of Somerville, 1,000 no par value shares; incorporators: Ralph Lowe, Jr., Milton, William Sears, Boston and Charles W. Lowe, Boston; and of the Charles V. Daiger Co., Boston. They will do a gas and electric fixture business. Their capital is set at \$200,000 with 500 no par value shares. Incorporators are Charles V. Daiger, C. Vincent Daige, John Gerald Daiger, all of Newton, and Charles W. Rucker, of Waltham.

Charles M. Billings, of Portland and a Boston group have purchased the E. S. Paul Company, 168 Lisbon Street, Lewiston, Maine, the largest dry-goods establishment in that state and will take control May 25. A son, S. M. Paul, has carried on the business since the death of E. S. Paul, the founder, a few years ago. The store dates from 1867.

The Chamber of Commerce lists among its new business establishments: the Bowdoin Furniture Co., 255 Bowditch St., Dorchester; and the Tremont Dry Goods Store, 1459 A Tremont St., Boston.

The death of Willis H. Allen, of Machias, Maine, long the owner of a department store in that city, was reported from Bangor last week. Mr. Allen was 62 years old. He had been a state representative and was a Knight Templar and a 32nd Degree Mason.

Department of Commerce Reports on Earthenware and Stoneware

Domestic exports of earthen and stoneware, from the United States, by countries is as follows:

Countries	Table, Toilet or Kitchen Ware		Other Earthen, Stone and Crockery Ware	
	Pounds	Dollars	Pounds	Dollars
Switzerland	—	—	—	—
United Kingdom	—	—	176	71
Canada	1,968	956	1,281,787	33,345
British Honduras	1,399	247	—	—
Costa Rica	—	—	—	—
Guatemala	315	53	126,537	3,607
Honduras	1,951	351	362	6
Nicaragua	—	—	164	32
Panama	4,236	1,477	52,721	1,107
Salvador	—	—	—	—
Mexico	2,585	703	89,277	2,836
Miquelon & St. Pierre Is.	—	—	1,690	59
Newfoundland & Labrador	—	—	1,150	94
Bermuda	211	29	—	—
Barbados	104	23	—	—
Jamaica	92	10	—	—
Trinidad & Tobago	—	—	769	15
Other Brit. West Ind.	70	15	895	112
Cuba	9,308	1,890	1,658,013	25,334
Dominican Republic	1,325	223	587	73
Dutch West Indies	—	—	160	52
Haiti	110	15	2,094	772
Virgin Is. of U. S.	300	45	438	66
Argentina	1,644	974	862	374
Brazil	216	113	—	—
Chile	—	—	—	—
Colombia	896	407	2,501	680
Ecuador	—	—	—	—
British Guiana	—	—	216	51
Peru	1,081	254	3,812	644
Venezuela	—	—	798	207
China	293	100	7,098	329
Chosen	—	—	—	—
Hongkong	—	—	—	—
Japan	4,147	455	92	36
Kwangtung, leased territory	—	—	—	—
Philippine Islands	91	22	124,659	1,885
Australia	—	—	382	82
Liberia	110	19	35	13
Total	32,452	8,381	3,357,275	71,882

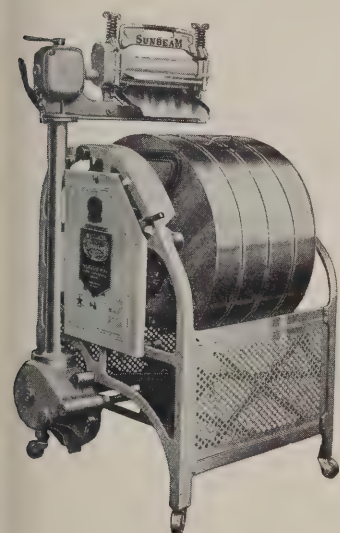
In the Household Utility Aisle

Some Practical Aids for Easier and Better House-keeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

BY BEATRICE MILLER WISNER

"Sunbeam" Highly Efficient Two-In-One Washer

THE modern housekeeper is looking to conservation of time and labor in the daily routine of household duties, and a washing machine which will demonstrate its labor saving and economical running features at once appeals to her good judgment and sense of economy.



The "Sunbeam" electric washing machine, manufactured by the Sunbeam Electric Mfg. Co., Evansville, Ind., embodies the essential elements of a good washer. Two splendid mechanical principles are combined in the construction of the "Sunbeam" that of the oscillating motion and natural vacuum suction. With each oscillating movement of the tub, the water surges up with surf-like action through the screened ends, over and through the clothes with sufficient force

to penetrate the heaviest materials. Each time the tub tilts, air rushes into the space vacated by the water, creating a natural vacuum suction, which gently and thoroughly draws the dirt out of, and away from the clothes. The tub has a capacity of eighteen sheets and with the Surf-Action it is said washes a tub full of clothes from twelve to fifteen minutes. The "Sunbeam" has an attractive gray enameled frame, and a heavy copper tub equipped with all metal wringer. Other outstanding features of the "Sunbeam" are: special clutch, which prevents damage to the motor or blowing out of fuses; power transmitted direct to tub and wringer by simple gears packed in grease, no belts or moving springs; one movement of control lever to start, stop and lock the tub in an upright position; large drain cock with hose connection to allow tub to be drained off to the last drop of water without tipping; all self-adjusting twelve inch wringer, swinging to five convenient positions. These and many other notable constructive elements have popularized the "Sunbeam," and brought this estimable washer up to a high type of electric utility. The "Sunbeam" is tested and endorsed by Good Housekeeping Institute and Modern Priscilla proving plant.

"Perfect Caster" A Well Designed Utility

During moving time and housecleaning periods, the old casters on furniture must of necessity be well looked to,

and the housewife is very cautious to procure new casters that are strong in construction and will roll easily, in order to protect carpets, rugs and floors. The Perfect Caster Sales Co., with offices and sales rooms at 47 West 34th Street, New York, are manufacturers of the "Perfect Caster," a caster that will instantly appeal to the farseeing and painstaking housekeeper, as it embodies all the essentials necessary to strength, durability and efficient service. The "Perfect Caster" is made in several styles, stem and socket design for wood beds, dressers and office chairs, etc.; a design for metal beds, and a flat top design for cedar chests, office companions, auto creepers, etc. The "Perfect Casters" are finished in oxidized copper, unless otherwise ordered. An additional appropriate charge will be made for other finishes. Some of the excellent features of the "Perfect Caster" are—rolls easily, swivels instantly, is string-proof, does not clog, saves carpets, floors and racking of bed frames. The "Perfect Caster" is made with both smooth metal wheels for covered floors and with a deep durable and quiet vulcanized rubber-fiber tread for uncovered floors. The four ball-bearings containing 65 hardened polished steel balls, and string-proof axel, are the outstanding structural features of the "Perfect Caster."

"Sanisink" Cleaner A Much Needed Utility

There is something interesting even in the homely sink cleaner when it stands up to its requirements, and when the mistress of the culinary department finds a really sanitary and practical utility that will easily clean the sink and pick up all the left-overs, that are bound to be deposited after

the water has been drained from the sink, she at once hails it as indispensable for kitchen service and an ideal addition to culinary accessories. The "Sanisink" cleaner, herewith illustrated, manufactured by the Home Utilities

Mfg. Co., 1780 Broadway, N. Y., is an inexpensive non-corrosive, sturdy and efficient sink cleaner, doing its work with satisfaction. The flexible edge of the "Sanisink" cleaner easily picks up the smallest particles of food, etc.,

(Continued on page 31)



CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

MAY sales for refurnishing of homes, were the order of the day among the department and furniture stores of Chicago this week. Close to 60,000 families moved into new homes or apartments on May 1, according to figures issued by the Telephone Co., the moving companies and the Gas, Light and Coke Co. The sales efforts of the department stores this week, therefore, were directed to these 60,000 families who would need some new furnishings in their new places. Hillman's opened their annual "Peerless" sales on Monday of this week, featuring combination offers of glassware and dinnerware, and offering bargains in floor and reading lamps. The Boston Store this week continued their 52nd Annual Anniversary sales, featuring this week household goods for the Spring moving and refurnishing season.

Wholesalers report an increase in the volume of sales during the past week over the previous week. Marshall Field & Co.'s review of the wholesale trade shows a volume of sales over the corresponding week a year ago. Sentiment now favors an increase in the volume of sales along conservative lines until the

middle of June, when it is predicted that the buying will materially increase. The semi-annual housefurnishing show and the semi-annual Furniture Show will open the middle of June and this is expected to bring many buyers to Chicago.

The Hartman Corp., last Saturday, opened their new retail store at Adams and Wabash Ave., said to be the largest and finest retail furniture establishment in the country. The new store was announced last Sunday by a sixteen-page advertisement in Chicago newspapers. Several unique features have been incorporated in the new store, which will sell everything for the furnishing of the home, as well as furniture. For the purpose of display, the store has built two full sized homes within the twelve store building, where the interior arrangement and decoration of homes may be seen.

Sale by the estate of Marshall Field to Marshall Field & Co. of the retail store buildings and rental for 99 years of the land on which they stand, was authorized last week in the circuit court of Chicago.

Chris Hauser, well known in the pottery and glass trades through his connection with Paul Straub & Co., called on the local trade a week ago.

The Perfection Cook Ware Corp. received a state charter last week showing a capital stock of \$50,000. The company will buy, sell, import and export kitchen utensils and act as manufacturers agents. Offices are located at 547 W. Lake St., Chicago.

I. E. Mincks, Secretary of the Albright China Co., Carrollton, O., was displaying his line of dinnerware at the Palmer House last week. Mr. Mincks has just recovered from a painful illness which confined him to the hospital in Minneapolis for more than a week. Ear abscess, was the cause.

The Fox Hardware Co., 5952 W. Chicago Ave., is a new corporation to do a retail business in hardware and housefurnishing lines. Charles and Paul Fox and William Gehrs are the owners.

Ed. Downey of the Brush McCoy Pottery Co. was among the salesmen seen in the Chicago trade recently.

The Club Aluminum Co. has purchased a factory building from R. H. Buhrke Co. for \$98,000. The building is located at Fullerton St. and Surrey Court.

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

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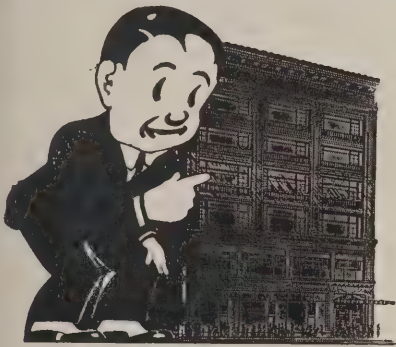
1751 West 74th Street

CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE
BUYERS OF
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING
17 N. Wabash Ave.
Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

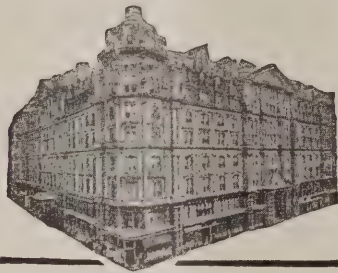
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezzer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House
Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales.
Phone, Dearborn 4700

A few words in this space will bring
in many dollars
Phone Wabash 860

TO LET
Why not Move In?
Rent at Pre-War Level
Phone Wabash 860

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings
and Iridescent. Phone Central 3497

IRA A. JONES CO.
9 North Wabash Avenue
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Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
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EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.
Office and Display Room
136 West Lake Street

WALTER B. ANDREWS
30 East Randolph Street
Corner Wabash Avenue
Room No. 405
Representing
MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, President
W. L. GERALD, Chicago Representative
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



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Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

HELP WANTED

WANTED—Commission Salesmen (We are manufacturers)—We have certain territory outside of New York and New England open for Commission Crockery Salesmen of experience. Our several plants turn out a strong line of Domestic Dinner Ware and specialties—a diversified line of quality, and can give service that will satisfy your trade and get repeat orders. As a side line ours would prove one of satisfaction and profit. Address P. O. Box 184, East Liverpool, Ohio.

SALESMAN WANTED—Experienced with lines of imported china, glassware and dinnerware by a long established import house. Reply by letter stating age, experience, territory covered. Address Box 480, care of CROCKERY AND GLASS JOURNAL.

SALESMEN calling on Hotel Supply Houses and Department Stores Housefurnishing Trade. As side line at good commission. Address Box 474, care of CROCKERY AND GLASS JOURNAL.

POSITION WANTED

YOUNG aggressive salesman, good personality, experienced traveler. Familiar with both china and glassware. Is desirous of associating himself with importer or domestic concern. Address Box 475, care of CROCKERY AND GLASS JOURNAL.

UNUSUALLY capable man, 35, experienced in general office management and salesmanship in china and glassware business, wishes to make change preferably with New York house. Has been employed for 10 years with china and glass importing firm. Excellent references. Address Box 479, care of CROCKERY AND GLASS JOURNAL.

WILLIAMSBURGH FLINT GLASS CO.

MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars, Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

FACTORY:

255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

What the Potteries Are Doing

(Continued from page 24)

The Greenwood Pottery Co. will take over the business of the Greenwood China Co.

The site of the old Diamond Pottery opposite the Pennsylvania railroad passenger station, East Liverpool, has been sold, and will be used as a coal storage yard by P. Milliron & Co. Fire destroyed the Diamond pottery 22 years ago. It was then operated by George C. Murphy, and at that time John T. Wood, now president of the National Brotherhood of Operative Potters was in charge of the kiln crew. Three kilns remained standing after the fire, but these will now be razed.

Favorable progress is being made upon the construction of the new plant for the Steubenville Pottery Co., which is being built on a site overlooking the Ohio River north of Steubenville. The construction is in charge of

the H. K. Ferguson Co., Cleveland, O. When the company begins manufacturing in the new shop, it is likely that the present plant of the company will be razed and the site used for railroad purposes.

C. J. Knowles, western salesman for the Knowles, Taylor & Knowles Co., has returned to the home office after spending several weeks covering his territory.

A. P. McPherson, formerly a traveling salesman out of the East Liverpool district, who has been located in Detroit, Mich., for some years as a jobber in the hotel supply business has been spending several days in the local market. This was his first visit to the market since January.

The Chicago Market

(Continued from page 28)

The Tuscola Mfg. Co. has received a state charter to make mops, brushes, brooms, kitchen utensils and housefurnishing lines. Factory and offices are located at Tuscola, Ill. Capital stock of the company is \$6,000 and the owners are William Hickey, L. G. McNeill, and Frank Hickey.

Harry S. Clarke of B. Tomby & Co., New York factory representatives, was among the Chicago visitors last week.

The Atlas Glass & Mirror Co., 2315 Ogden Ave., Chicago, is a newly incorporated concern to manufacture mirrors and glass novelties. The capital of the company is \$50,000 and the owners are Jacob Schulensohn, Charles Kupfal and Charles B. Norman.

Simons Department Store of Chicago has changed its name to Simons Furniture Store and in the future will limit their activities to furniture items.

C. E. Weidemann, salesman for the Carrollton Pottery Co., Carrollton, O. was in Chicago last week to display his wares.

No Outing This Year

For the first time in several years, there will be no outing of the Salesmen's Association this summer. The lack of interest in the affair for the past two or three years, was reflected in so poor an attendance last year, that it did not pay expenses. For this reason, the Board, at a meeting held on May 5, decided to discontinue the affair this summer, or until enough interest is evinced to assure its success financially.

Two new members elected at the meeting were Richard Levi Cooley, treasurer and general manager of Cooley's Inc., china decorators, Boston, Mass., and Henry H. Turchin of the Hayes-Turchin Co., lamps and novelties, New York.



LATEST
Ceramic Material Price List
No. 25

Have you a copy?

Roessler & Hasslacher Chemical Co.
NEW YORK

“Sanisink” Cleaner
(Continued from page 27)

and the gradual tapering of the handle, insures proper rigidity and balance and the shape accommodates itself nicely to the closed hand. The “Sanisink” sink cleaner is easily cleaned as a few minutes under the hot or cold water faucet will clean it thoroughly. There is no metal to corrode or rust. It is odorless at all times and is a useful little friend for the busy housewife in cleaning plates or pans. The “Sanisink” cleaner has been tested and approved by Good Housekeeping Institute,—a good indorsement for quality, and practical uses.

Art Industries to Open New Salesroom

The Art Industries Inc., sole manufacturers in the United States of “Lavinite,” the pottery “Metallique,” will be located on and after June 1st, in their new show rooms at 225 Fifth Ave., where a full assortment of lamps, vases, gift specialties, etc., will be on view. This move will be very interesting to the trade, inasmuch as it will bring the firm right in the heart of the gift and pottery center, a more accessible district for the visiting buyer, than its present salesrooms which are located at this factory at 311 East 47th St.

Macy Vehicles in Parade

The delivery vehicles of R. H. Macy & Co. were seen in their twenty-first annual parade on Fifth Avenue last week. The fleet includes 56 electric, 138 gasoline automobiles and 93 horse drawn wagons. James Woods, who operated Macy’s first delivery truck, a push cart, fifty-three years ago, is still actively employed in the store.

American Ceramic Society to Meet in July

The American Ceramic Society will hold their Summer meeting, July 4th-11th inclusive, 1925. They will leave Rochester, N. Y., Saturday afternoon. The Canadian Department of Mines, The Canadian National Clay Products Ass’n and the University of Toronto are making detailed itinerary and meeting plans which will be announced later.

HEWEL & CO.

BERLIN, GERMANY

Manufacturers of

German China in Plain and Decorated
Tea and Dinner Sets

Representatives The Geo. Ross Co. 11 W. 17th St. New York New England States	Representatives Ruth & Tiedeken Co. 16 N. 6th St. Philadelphia, Pa. Pennsylvania New Jersey Southern States	Representatives J. F. Coffman 237 So. Wells St. Chicago West and Middle West
--	---	--

National
Quality

Ravenbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

D. King Irwin, 200 Fifth Avenue, New York	E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
F. A. Miner, 5 Prospect St., Rochester, N. Y.	E. E. Wilgus, 10 High St., Rms. 301-4, Boston, Mass.
Earl W. Newton & Associates, Chicago, Ill.	

The National China Co.
Salineville, Ohio

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.

French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.

Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.

The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE,

39-41 West 23rd St.

Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:

Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.

Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building

Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.

Pressed and blown glassware.

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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East Liverpool, O.

Vol. 100

May 14, 1925

No. 20

AS THE EDITOR SEES IT LITTLE CHANGE IN CONDITIONS

WHILE conditions in the crockery and glass fields remain about the same, an atmosphere of greater cheerfulness prevails in the New York market. Fewer of the metropolitan representatives in these trades greet us with the woeful countenance we have almost come to expect and a greater number seem to feel that things are looking up due to increased orders. Business in general seems to have reached that point in the cycle where it is impossible to determine the direction of the major trend. Reports from various industries are so mixed and even those from the same industry are so irregular that a definite conclusion can scarcely be drawn. On the whole, developments during the last week were about evenly divided between the favorable and unfavorable, so that the net result was an unchanged situation, as near as can be judged. Business will definitely take a turn for the better when consumption overtakes production. The fact that prices, taken generally, are still on the down track and that further curtailment is being advised in many industries indicates that the state of balance between production and consumption has not yet been reached. Taking a broad view of the situation, however, it is apparent that there is a shade more optimism in most trades.

FURTHER reduction in the output of iron and steel, cottons and woollens, with accompanying price weakness, are among the major unfavorable developments of the week. Reports of greater activity in the automobile industry and of sustained good sales and output in the silk trade serve to counterbalance the slowing down in other trades.

TEXTILES are in a peculiar condition. The silk trade, although possibly not quite as active as it was a month or so ago, is still running at a better race, judg-

ing by statistics of consumption of raw silk, than was the case a year or two ago. In fact, April consumption was the largest on record, with the exception of March. The sold up condition of the leading producers of rayon also indicates the high rate of activity in that important branch of the textile industry.

COTTONS and woollens are faring less well. Cotton sank to still lower levels last week, all options going low the twenty-three cent level on Thursday. The weakness in raw cotton was accompanied by rumors of rather drastic mill curtailment to take place soon and by further weakness in the unfinished goods market and light trading. Business in finished cottons continues slow, with the bulk of demand centered on novelty goods, and the orders for these showing a tendency to diminish.

REPORTS that some retail merchants are inclined to blame the newspaper remarks of President Coolidge's personal economy and his program for economy in government for a slowing up in retail trade drew attention to the retail situation in general. As assured by reports of department the sales made to the various Federal Reserve banks, April sales were almost 6 per cent ahead of last year. Chain store sales practically all showed increases, averaging over 7 per cent, while mail order sales average a gain of more than 12 per cent. This certainly allays the fears of another "buyers' strike." At the same time retail trade has not been as active as it should be. As can be explained by a number of factors, among them the unemployment at some centers, chiefly New England, the large amount of money spent for automobiles, radio and similar merchandise, much of which is bought on the installment plan, and a general disposition on the part of the public to wait for clearance sales, a development for which the retailers themselves are largely responsible.

The ABC of Dinnerware and Fine Pottery

BY ALFRED H. HOLBROOK

CHAPTER XXI—b—DECORATIONS: MISCELLANEOUS ONES

GOLD decoration forms one of the most important branches of ornamentation of fine pottery. It is much used separately as well as in combination. In combination it occurs through several treatments of the solution of gold trichloride producing what is known in the trade as purple or cassius or other gold purples. From these combinations a series of red and purple shades are obtained which cannot be produced by any other means.

Bright gold is the cheapest form of gold solution which can be used to produce a bright gold effect. It makes a very desirable edge line on articles of dinnerware to finish off a design of almost any combination of other colors. It is much used also for striping handles, outlining the shoulder of plates and other points of fine pottery that should be emphasized. As an instance, an underglaze dark blue pattern may be improved in selling quality by outlining the skeleton design with gold lines overglaze. These, when burned into the glaze, form what is known as "illuminated" ware. Liquid gold has the disadvantage of not wearing as well on dinnerware which is subject to constant use because it can not be amalgamated with the glaze as readily as other colors.

Dull gold (also called coin gold, matt gold and burnished gold) consists of a real gold powder obtained by precipitating the gold from any of the solutions in which it occurs. The powder is very dense and of a peculiar brown color. The powder is mixed with a flux consisting of about 10 per cent of the weight of the gold in nitrate in suitable proportions. Inasmuch as lustre made from silver soon tarnishes in the air, a platinum lustre obtained by dissolving a saturated solution of platinum chloride in lavender oil is used to give the same silver tone. A peculiar sheen can be imparted to the silvered surface by introducing also a very dilute solution of gold into the mixture.

Encrusted gold—entire gold patterns are etched into the glaze of the dinner set by covering all except the design with a tar like coating which resists the acid. Hydrofluoric acid is then applied to the exposed design on the glaze and these unprotected lines are etched out. When the acid resist is rubbed off the pattern shows eaten into

THIS is the second half of the twenty-first chapter of a simplified presentation of pottery in the making, written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

the glaze. That portion of the ware containing the pattern is then covered with the dull gold and when fired in the kiln is burnished or scoured with the glass brush so that the depressed design appears in relief because of the dullness of its gold, whereas the surrounding band of gold is scoured bright.

Silver and platinum are used in gilding porcelain or semi-porcelain far more infrequently than gold. As the process is similar to the gold one already described it need not be repeated.

Special lustre decorations are produced from combinations of the metallic oxides with acids formed from pine resin and dissolved in some solvent like lavender oil. A lustre made in this way with iron as the basis forms a red coat; cadmium a yellowish red coat; uranium oxide a greenish yellow one, and if mixed with bismuth produces a mother-of-pearl sheen;

nickel a light brown lustre; cobalt a dark brown; copper a reddish brown. Combinations of these metallic oxides or lustres will result in a variety of effects. The lustres are usually applied in solution. On firing the resinous acid is decomposed and driven off a gaseous form, leaving behind the exceedingly fine metallic oxide color which readily fuses into the glaze producing the lustre effects which cannot be obtained by any other means. A gold lustre effect may be produced by mixing the bright gold solution with bismuth lustre of bismuth mixed with about half of that weight of borax.

If a pure golden yellow color is desired a small quantity of silver is added. If the amount of silver is increased to about one half the gold the color tone becomes a greenish gold. On the other hand an addition of platinum to the mixture brings forth a beautiful red gold.

When the gold flux either with or without the silver or platinum is applied to the glaze of the pottery and burned, it comes out of the kiln with a dull matt color. This must be polished to bring out its rich golden lustre by rubbing it with sand or burnishing it with a glass brush or with bits of agate set in handles. The gold in this more expensive form must be laid on thickly to show up well as it cannot be protected with the fusible glaze fired over it to as great an extent as the other colors.

In order to use less of the gold and still have the appearance of heavy gilding, the parts of the ware to be coated with gold are sometimes painted with a yellow color before the gold is applied. This form of gold is frequently used to cover the handles of the dinner set.

Handles are usually decorated with gold in one of four ways: when covered all over with gold they are referred to as full matt; when the upper side only is gilded it is called half matt; when the gold is splashed on, it is called stippled handles. The commonest form of all is with lines of gold, called lined or traced handles.

Buyers in New York

MAY 7TH, 1925

G. A. Lawler, house furnishings, upholstery, toys, hardware, Akron Ohio, Akron D. G. Co., 115 W. 30th St. (B. F. Levis), Pennsylvania.

MAY 9TH, 1925

J. Hertzberg, china, glassware, silverware, house furnishings, S. Kann Sons Co., Washington, D. C., 432 4th Ave., Pennsylvania, Pa.

MAY 12, 1925.

D. L. McCarthy, housefurnishings, Lansburgh & Bro., Washington, D. C., 128 W. 31st St. (American Retailers Assn.).

M. Herz, silverware, jewelry, leather goods, toilet goods, Mandell Bros., Chicago, Ill., 13 E. 22nd St.

Miss O. Kircher, jewelry, silverware, leather goods, F. & R. Lazarus & Co., Columbus, 1440 B'way (Retail Research Assn.).

MAY 13TH, 1925

E. E. Scarfe, toys, Hunter's, Inc., Syracuse, N. Y., 432 4th Ave. (D. G. Union).

Seeks Distribution "Short Cuts"

Improved methods of distribution were discussed at an executive session of the United States Chamber of Commerce committee No. 5 at the Hotel Pennsylvania recently, with Dr. Melvin T. Copeland, director of the Bureau of Business Research of Harvard University, presiding. All of the six committees appointed by the National Distribution Conference, held in Washington last January, are expected to hold another meeting some time next month to review the work already done and to plan for a continuation of activities during the summer, according to Alvin E. Dodd, manager of the domestic distribution department of the Chamber of Commerce.

"In the discussion of methods of distribution there was shown to be much confusion in distinguishing between the individual and the function," Mr. Dodd pointed out. "A good deal of this misunderstanding appeared to arise from not recognizing this distinction, because, even in a product is marketed direct by a manufacturer, the wholesaling and retailing functions exist quite as definitely as if the commodity were marketed in the ordinary manner, and there are inevitable duties which the manufacturer must assume when he himself performs both functions. The conference thought that a study of so-called 'short-cuts' by a committee might show that there are several paths which merchandise may follow economically.

"During its discussion of the relation between independent dealers, chain stores, mail order houses and house-to-

house canvassing, the conference expressed the opinion that a study by a committee might develop more clearly the special function of each of these forms of distribution.

"It was shown that warehousing—particularly general merchandise warehousing—exhibits slight, if any, evidence of competition with any factor in distribution. It bears a close relation to many methods of distribution through the frequent ease and economy with which stocks of merchandise for quick delivery may be maintained in many places at a distance from the original sources of supply. In the opinion of the conference, studies into the subject of warehousing might result in developing further methods of economy in distribution."

The committee on methods of distribution followed the preliminary studies that have been made by the distribution department of the United States Chamber of Commerce, analyzing the methods of distribution into six major types: 1. Method of passing goods from producer to wholesaler, to retailer and consumer. 2. Goods passing from producer to wholesaler, and thence to retailer to consumer, or direct to consumer, with the retailer eliminated. 3. Method of distributing from producer to wholesaler to retailer to consumer, or from producer to retailer to consumer, with the wholesaler eliminated. 4. The distribution from producer to retailer to consumer direct. 5. Method of distributing from producer to retailer to consumer. 6. The producer to consumer methods.

Ideas for Circus Day

Your city probably is visited by a circus each summer, and it brings into town many rural and suburban visitors.

Capitalize its drawing power by advertising that you will give a fan to each customer on the day the circus comes to town. Fans are much appreciated by the customer while watching the street parade in the hot sun, or at the performance under the stuffy tent. Palm leaf or advertising cardboard fans can be purchased at a very reasonable cost. A few put into circulation on circus day will bring customers to your store for others.

Another way to cash in on this day is to contract with the circus advance agent for a quantity of circus tickets and give out one admission ticket to each customer buying goods to the following amounts:

Purchases of \$15.00—one 50c or general admission ticket.

Purchases of \$25.00—one \$1.00 or reserved seat ticket.

Bear this suggestion in mind for there will be a large crowd in town and the inducement of the free tickets will bring new customers to your store as well as increasing your sales to regular trade. Your judgment will determine whether it is best to give out purchase slips and allow customers to accumulate the required amount as to make it a condition that the amount be purchased in one sale. In many cases you will be able to obtain a reduction by contracting for circus tickets in quantity.

A Garden in A Store

BY HELEN E. JONES

I WONDER if you have forgotten the tiny vine covered cottage in the woods where the old witch lived, or Red Riding Hood's grandmother or the Three Bears or any of the hundred and one whimsical people who existed—very much alive to us—in the happy days of fairy tales and make believe. I've always wanted to find one of those little cottages, set in the midst of a cool green forest, standing out trim and white against the dark background of woodland, with its holl yhocks, and climbing roses, its tiny green lawn in front and neatly laid out vegetable garden in the rear its white picket fence and small daintily curtained windows. I've always kind of hoped against hope that I'd run across one some time and then I'd settle down in it for life and "live happy ever after."

Well, I've found the cottage, almost exactly as I've pictured it always. Not in the depths of the wood does it stand, but in the heart of New York City, on the fourth floor of Gimbel Brothers, New York Store

Frederick S. Hogg, manager of the "New Kind of House Furnishing Store" of Gimbel Brothers, is nothing if not original and enterprising, and evidently Mr. Hogg has been doing some planning and thinking this year and the result is a scheme so unique and interesting as to meet

with prompt response on the part of the buying public and he, in working out this scheme which centers about the cottage—which is by the way not a fairy house but a Bossert building of sturdy construction—has done something in the display of garden tools, shrubs, etc., and housefurnishings which I am sure has never been tried before.

Not in an obscure corner of the housefurnishing section, as they usually are, do we find the garden equipment but on the fourth floor just next to the sporting goods and toys. Here is almost a garden instead of a mass of dry looking shrubs and roots and seeds stuck out of the way of the general store traffic. We find a large area of floor space devoted to the display of every article necessary to make a spring and summer complete. The tall pillars are covered with bark and sprout drooping palms; lights are dimmed by green leafy vines, a rustic arbor, with vines, and lanterns and seats invites one to sit at ease and inspect the wheel barrows, wire fencing, lawn mowers, etc., which have a place in each corner of the arbor.

A flower bed is gay with blossoming plants, spring posies as well as roses and other plants for the summer garden; a white latticed arbor with benches arch over each end of this bed. There is a section the same shape and size as



The Ultimate in What Can Be Attained in Realism Combined With Attractiveness is Seen in This New Section of Gimbel Bros., New York Store, Under the Direction of Frederick S. Hogg, Manager of the Housefurnishing Department



Frederick S. Hogg, (Right), Manager of Gimbel Bros.' New York, Housefurnishing Department, and the Staff of the New Home and Garden Section of His Department

the flower bed, where lawn mowers are shown. Then there is a display of garden hose and reels, and flower boxes, then a table offering small garden tools, trowels, lawn sprinklers, watering pots. Under this table are wheel barrows. There are tables showing insect sprayers, hedge shears, sickles and the many other tools necessary to the proper grooming of the lawn and garden.

At the end of one of these tables is a tall sign, covered with oil-cloth bearing in bold black lettering a list of plants of various types and their prices. Along the side of this section near the wall, stand bins of bulbs, roots and bushes, each bin marked with the price of the contents and above each a colored picture showing the plant in full bloom. A wall case displaying all kinds of garden merchandise neatly and attractively arranged forms an attractive background.

A rack of seeds in four tiers stands at the end of the one table so that the customer may help herself. Nearby a besmoked artist gives instructions in decorating porch and cottage furniture. There is a tall rack where hang the larger tools, rakes, hoes, spades, forks, etc.

Then there is the cottage, fully furnished in a most attractive fashion. On the wall of each room is a list of the furnishing with their prices. For the kitchen there are three lists to meet the size of various purses. Here and there about the section are tables of cottage dinnerware, or glass ware for the porch. There is a table of bird houses, one of bird cages, one of porch baskets and trays, one of hang metal plant holders. There are ruffled curtains, and awnings, displayed, porch chairs and hammocks, lawn swings and benches, tents, etc. In fact every imaginable article of utility or decorative which can serve to make the spring and summer out-of-door and

indoor life easier and happier is to be found in this section.

Everything has been done to make the setting as natural as possible. All about there are live ferns, in hanging baskets, in wrought iron holders and in rustic boxes. A parrot sits in his cage and keeps a watchful eye in all proceedings. Even a rooster and hen are to be found in this remarkable home and garden display. It's a most inviting place to visit. The sales girls are dressed in dainty cretonne dresses and caps and add to the festive air.

The department is well advertised in the daily papers and a well gotten up circular has been mailed to all the stores out-of-town customers. These folders are especially interesting as they give an almost unlimited list of suggestions for garden and home. Before each price list of plants or flowers are simple instructions as to planting and care of the particular items listed. Whether the customer makes a purchase or not he or she is welcome to step up and get some advice and help in the problems of gardening.

Price signs are in evidence everywhere making it easy for the customer to wander about and plan her purchases without bothering a sales woman. The whole scheme is so logically worked out, and the various kinds of merchandise so splendidly correlated that this section becomes a store in itself. It saves time and energy for the busy shopper. It places at her disposal knowledge and suggestions which she is bound to welcome. It invites interest and whets the desire to possess. It is unique and attracts people who might not otherwise enter the section.

In fact it does just what it is intended to do. It sells merchandise for Gimbel Brothers.

Buyers' Market to Remain, Banker Says

It will be a long time before business encounters another real seller's market, Fred W. Shibley, vice-president of the Bankers' Trust Company, told a recent meeting in New York of the Marketing and Distribution Council of the Advertising Club.

There is no evidence in sight of any swing away from the buyer's market, he declared.

As industry is organized at present, he said, with a capacity greater than demand, overproduction is bound to result, and as long as this condition remains the buyer's market must remain.

Moreover, he pointed out, the condition of world demand today continues to make safe the buyer's position.

But, he contended, the most powerful influence at work today to prevent the return to a seller's market is the desperate struggle on the part of manufacturers to build up demand. Everywhere manufacturers are pushing sales effort to the limit, he pointed out, in order to provide for capacity production in order to keep down overhead costs.

He characterized this condition as particularly vicious, and a very real threat in the direction of an unhealthy growth. "Beyond a certain limit of growth," he remarked, "additional development is just so much fungus."

Commenting on the folly of over-development of industry, he said undue expansion is generally at the expense of original productive capital, the condition often arising in which the company has all it can do to struggle along with the burden of interest charges after floating a heavy bond issue.

Mr. Shibley also contended that the restriction of immigration and the mounting costs of living are substantial checks on the return to a seller's market.

Manufacturers still have to learn the lesson of budgetary control, he said, less than 5 per cent of them having adopted it to date, in spite of the actual demonstrations of its value that were given in the hard times of 1921. He cited numerous actual instances in support of this.

He also condemned as vicious the tendency of the manufacturer to overstock the jobber; nor did he spare the retailer in his criticism of the follies of business men, declaring that from the opposite angle, the retailer is the worst offender in taking a passive attitude toward business and in sinking himself too often to the level of the mere order taker.

Sales Opportunities in Credit Department

"Sales opportunities in the credit department" was the subject given recently before the Tri-State Conference of Credit Men by Elmer B. Schick, of the Crowley Milner Company, Grand Rapids.

One of the biggest opportunities the credit man has, he said, is at the time of the opening of a new ac-

count. This, he declared, is the right moment to impress upon the new customer the service policy of the store. This is best done in an easy, friendly, conversational way.

Another opportunity lies in the reference given by the customer. A letter to this reference, suggesting that he or she might also like to open a charge account is often productive of results.

All clerks should co-operate in seeing that desirable customers are requested to make application for charge accounts.

C. O. D.'s and checks, when handled properly, can be made to develop into many desirable charge accounts.

He also expressed the conviction that a restrained use of the installment basis can be used to develop good charge accounts. Selling on a reasonable deferred-payment plan on certain higher priced articles, he contended, is good business, as it brings these special customers into the store at regular intervals, and gives the credit man a splendid opportunity progressively to cultivate their good opinion of the store.

The Graduates Are Coming

June is the month of the graduate. Use the timely tone in your store publicity. Here's a good human interest suggestion:

Go to some of the old graduates of the schools and obtain the loan of a photograph of their graduating classes. Also obtain a photograph of this year's class and attach all photos to your window using rubber cement. This rubber cement can be removed with an ordinary eraser and will not harm the photos. Group the photos with the current year's class in center and others around it, per illustration.

Below each photo have a typewritten strip reading—"Class of 1903," "Class of 1904," etc. Have large strip in window reading:

"DO YOU REMEMBER THEM WHEN—"

Dollar's Buying Power Is 64.9 Pre-War Cents

Prof. Irving Fisher of Yale University announced that last week's prices averaged 154.1 per cent of the pre-war level. The purchasing power of the dollar was 64.9 pre-war cents. The average of prices in April was 156.4 per cent of the pre-war level and the average purchasing power of the dollar in April was 63.9 pre-war cents.

Crump's index number was 154. Crump's average for April was 155.2.

Index numbers for the last five weeks follow:

	Fisher	Crump
April 25	155.7	154.9
April 18	157.8	155.6
April 11	158.1	155.5
April 4	157.1	156.7
March 28	160.6	158.1

The Beautiful Heidelberg Assortment



From the famed Black Forests of Baden, along the Swiss Border. Brought to America for the first time.

The peasants and mountaineers of the Black Forests produce ware quite distinctive in character, and especially adapted to the Gift Shop trade. The ware is unique, exclusive in design, and appealing.

The body is of terracotta with peasant type of decoration wonderfully blended under a highly glazed surface.

SIXTY BEAUTIFUL PIECES FROM OUR BALTIMORE WAREHOUSE.

\$47.35

The Geo. H. Bowman Company

Importers

Manufacturers

China — Glass — Aluminum Utensils — Toys — Toy Sets
Cleveland, Ohio

March Wholesale Trade Gains Over February

The May 1 "Monthly Review of Credit and Business Conditions" by the Federal Reserve agent at New York will contain the following item on wholesale trade:

"March wholesale trade in this district, while showing considerable seasonal increase over February averaged only 2 per cent larger than in March, 1924, when sales were unusually small in some lines, due partly to the lateness of Easter. This bank's index of wholesale trade, after rising to 100 per cent of estimated normal in February, fell to 95 per cent in March, or close to the level of January.

"This decrease was due chiefly to a 10 per cent decline in grocery sales from March, 1924, following substantial decreases also in January and February. In the cotton goods and apparel trades, on the other hand, sales were generally larger than last year, and trade in silk goods was the largest since early 1920. The following table shows the percentage changes in these and other lines of trade compared with a year ago:

	Net Sales		Stock at End of Month	
	Percentage Change Feb., 1925, to Mar., 1925.	Mar., 1924, to Mar., 1925.	Percentage Change Feb., 1925, to Mar., 1925.	Mar., 1924, to Mar., 1925.
Groceries	+ 4.4	-10.2	- 7.0	+11.7
Men's clothing	+11.3	+ 9.7
Women's dresses	+10.0	- 0.5
Women's coats and suits...	+55.3	+ 6.4
Cotton jobbers	+ 7.1	+ 2.8	- 8.2	-16.2
Cotton commission houses.	+20.9	+60.2	-16.2
Silk goods	+12.7	+32.4	*- 8.2	*-14.4
Shoes	+44.4	- 6.1	- 2.1	-10.9
Drugs	+ 6.8	- 0.1
Hardware	+20.2	- 4.0	+ 2.5	-19.9
Machine tools	+30.1	-12.3
Stationery	+ 3.6	- 6.4
Paper	+ 3.6	- 6.4
Diamonds	-18.9	+12.9	{	+ 4.3
Jewelry	+ 9.1	-14.7		
Weighted average	+15.5	+2 3

* Stock at first of month—quantity not value.

"A comparison of the figures for the first quarter of the year indicates that in most lines sales fell below a year ago. The principal exceptions to this were commission house sales of cotton goods, which were unusually small last year, and sales of silk goods. Sales of men's clothing, diamonds, and drugs were equal to or larger than last year, but in other lines decreases occurred ranging from 2 per cent in women's coats and suits and dresses to 19 per cent in machine tools."

Service

Registering Customers.—The register book is used by some stores to obtain names of customers of the month. You can use in connection with a register book, the plan of notifying the customers who have registered at your store of any special values you intend to place on sale. Give these customers the privileges of private selection from this merchandise during the two days preceding

the opening of your sale to the general public. You thus stimulate your sales and also encourage the reputation that your store appreciates trade.

For Old Stock.—Here is a way to inform your clerks what merchandise to push without the usual likelihood of a slip of memory on their part. Mark the merchandise in contrast to your usual method. For example, if you use black ink for price mark, go over your stock and mark in red ink the articles to be worked off; if you use round price tickets, contrast with square; white tickets can be contrasted with colored tickets. It is then an easy matter for the clerks to push the sale of specially marked goods while showing the lot to a customer.

April Retail Trade Larger Than 1924

Retail trade in April, 1925, was larger than last year. Sales at 523 retail stores which made preliminary reports to the Federal Reserve banks from all sections of the country were 1.6 per cent larger than in April, 1924. Larger sales were reported from all Federal Reserve districts, except Boston, Philadelphia, Cleveland, and Chicago, but the most significant increases occurred in the Southwestern Reserve districts. Of the total number of firms reporting, 247 showed a larger volume of business than last year and 276 reported declines.


Sales at mail order houses were 7 per cent larger than last year and buying at five and ten cent chain stores was 10 per cent larger. Since the beginning of the year trade by these establishments has been continuously in larger volume than in 1924, and for the four months ended with April sales at mail order houses were 11 per cent larger and buying at five and ten cent chains was 12 per cent larger than for the same period last year.

Percentage changes in dollar sales between April, 1924, and April, 1925, are shown in the following table:


Districts.	No. stores reporting—			Percentage of increase or decrease compared with Apr., 1924.
	Total.	Inc.	Dec'se.	
Boston	63	28	35	-0.4
New York	59	27	32	4.1
Philadelphia	92	34	58	-2.8
Cleveland	34	13	21	-2.4
Richmond	54	27	27	2.0
Atlanta	33	21	12	0.4
Chicago	61	23	38	-0.8
St. Louis	20	12	8	7.4
Minneapolis	20	9	11	0.7
Kansas City	21	12	9	7.0
Dallas	13	8	5	9.9
San Francisco	53	33	20	4.3
United States	523	247	276	1.6

	April, 1924.	Percentage of increase compared with—Jan. through April, 1924.
Mail order houses.....	7.2	11.4
Five & 10-cent chains.....	9.7	11.7

Goblets were made of elastic glass in the reign of the Emperor Tiberius. Historians record that some of the drinking vessels then in use were crystal-clear, yet as springy as steel.



CAUGHT IN THE NEWS NET



CHARLES H. WEST, president of the Westmoreland Glass Co., Grapeville, Pa., arrived in New York yesterday. He will spend the balance of the week in the city in conference with Horace C. Gray, who represents the Westmoreland interests in New York.

Justin Tharaud, head of Justin Tharaud, Inc., well known New York importer sailed for Europe Saturday last on the *S. S. Canopic* to visit the factories which he represents. Mrs. Tharaud accompanies him. Justin, Jr., who has charge of the business in the absence of his father plans a short trip to Philadelphia Monday.

Richard Ratner, New York manager for the Libbey Glass Mfg. Co., Toledo, O., left Tuesday for a week's visit to the factory of the concern.

E. Torlotting, head of E. Torlotting, Inc., New York, importer of glassware and pottery plans to sail for Europe on June 11th on a three months' trip which will probably include France, Holland, Germany and Austria. Mrs. Torlotting will accompany him. His son G. Torlotting will be in charge of the affairs of the company during his absence.

W. S. Anthes, with Herman C. Kupper, Inc., New York, returned on Tuesday, May 12, from a two weeks' trip.

George J. Higginson with Johnson Bros., New York, left Monday for a week's trip to Boston and other points in New England.

Charles B. Levy, with Maddock & Miller, Inc., New York, importing house, returned Monday from the South.

Charles F. Patten, with Edward B. Dickinson, Inc., New York, is another wanderer in from the South. He returned last Friday.

F. Desmaison, with L. Bernardand & Co., New York, returned Tuesday from a three months' trip through the West. He leaves again tonight for Boston and Canada.

Alfred G. Moment, returned to New York Friday last, from Boston.

Percy N. Leyland, head of Percy N. Leyland, Inc., New York, returned to New York last Saturday. He

plans to sail for Europe on Saturday, May 16th for an extensive visit to the factories which he represents in this country.

E. S. Stage, of Stage-Kashing Cut Glass Co., Laurenceville, Pa., visited the New York market Monday.

B. G. Twitchell, buyer of cut glass and china for The William Hengerer Co., Buffalo, N. Y., arrived in New York Monday on a week's buying trip.

Lewis R. Werne with Nathan Straus & Sons Inc., left New York on Friday, May 8th for the Middle West.

H. B. Thistle, of Phillips, Thistle & Smith, Inc., New York, returned Wednesday from a trip to Albany and surrounding territory.

A new Illinois incorporation is the McCabe Dry Goods Co., 1713 Third Ave., Rock Island. Capital stock \$150,000. They deal in crockery glassware and clothing, etc. Incorporators are E. E. Scott, F. A. Berglund, E. P. Cane, Hugh M. Lawson and C. M. Lawson.

The Dixie Glass Co., Wilmington, Del. was recently incorporated to deal in glassware. Capital, \$100,000. Those interested are Samuel C. Wood, Harry C. Hand, Raymond J. Gorman.

Harry S. Clarke, sales manager for B. Tomby, importers, returned to headquarters last Friday after completing a several weeks' trip calling on the trade through the east and middle west as far as Chicago.

It is announced that William B. Tyndale, who for many years a prominent figure in the china, glassware, toys and fancy goods trades, has joined the organization of Frank M. Katz & Co. in an executive and sales executive capacity. Mr. Tyndale was for many years associated with Geo. Borgfeldt & Co., having started there when a boy. He was later with Charles Broadway Rouss, handling china and glassware as well as other goods. Two years ago he became associated with John Bing. Mr. Tyndal is thoroughly familiar with the lines he is to handle and well equipped for his new work which for the present he will confine his activities to sales promotion, and later will probably go abroad in the interests of the concern.

Ira M. Clarke, secretary and general manager of the New Martinsville Glass Mfg. Co., New Martinsville, W. Va., arrived in New York on Tuesday to take part in the Golf Tournament with the trade golfers at the Scarsdale Golf Club on Wednesday. He will also consult with his concern's New York representative, Frederick Skelton, on Thursday before returning to the factory.

Three Millers Under the Elms

A peculiar feature of the justly famous game of golf is the score. The higher you are the lower, and vice versa. The bigger the figures on your card the smaller credit you receive.

The subject is quite involved. You must be low in order to be high. Unlike baseball, bridge and trout fishing, the fewer the higher. Quite the reverse from imbibing bootleg likker, the more balls you take the soberer you wax, while on the other hand the more hilarious your associates become, who take less than you do. So marked are these peculiarities that many a man would gladly exchange his bowling record for his golf cards.

Which is all a necessary preliminary to explain why we word as we do the heading of this story of the contest which held the entire pottery and glass trade breathless on Tuesday of last week out at Glen Ridge Country Club, of which Manhattan Island is a flourishing suburb.

It seems that this was a sort of climax to a series of sanguinary fracas in which the Miller triumvirate—Don, Bud and Bob, known to fame as the rising generation of the Maddock & Miller aggregation, together with that doughty hero of a thousand golf courses, Walter Elms, had engaged over the week end. Also it appears from the records that it indeed was a weak end for Walter & Don, so that the Tuesday, a week ago melee was a regular blood and sand affair in which the Walt & Don syndicate fought desperately to retrieve their lost but not forgotten honors.

The following totals, not only show that Don and Walt are excellent retrievers but explains how the three Millers were under the Elms, although they were over.

Bob-112, lowest although highest;
Bud-101, higher than Bob, yet lower;
Don-96, next to the top, but nearest the bottom;
Walt-95, highest of all, although lowest;

D. Van Nostrand Co., Issues Book on Glass Making

An interesting and valuable book which doubtless supplies a long felt want in the glass industries has just been published by the D. Van Nostrand Co., 8 Warren St., New York. This is entitled "A Textbook of Glass Technology." The authors are F. W. Hodkin, B. Sc., A. I. C. and A. Cousen, M. Sc., A. R. Sc., A. I. C. It is systematic treatment of the technology of the glass industry, including a detailed treatment of the history, of the underlying theory and of the practice of the individual branches of the industry handled in a manner that is easily com-

prehended by the general reader and brief enough to keep the book within comfortable limits for easy handling.

This volume is not a mere compilation of patent specifications and manufacturer's catalogues but gives a general account of the underlying principles of glass technology based upon the compilation of material and information both accurate and up-to-date.

After taking up the history and basis of glass technology the volume goes on to discuss the various properties of glass; the raw materials used in its manufacture; calculations for glass making; methods of manufacture in their various phases, machinery, equipment etc. and all the attendant problems connected with the manufacture of glassware. The matter is intelligently and simply presented in an interesting manner and the volume is splendidly printed, well bound and profusely illustrated with reproductions of machinery, furnaces, etc. The authors are men of high standing, experienced teachers, both men of considerable practical knowledge and one of them experienced with works problems. The book is recommended for manufacturers, workmen and salesmen who wish a scientific, accurate knowledge of the various problems which are to be met with in this activity. The net price is \$12.00.

OBITUARY

James H. Turner

James H. Turner passed on, suddenly, May 1st at Melrose, Mass., in his 65th year. Funeral services were held at his late residence 88 West Emerson St., Melrose, Mass., May 4th, interment was at Wyominoo Mall cemetery.

"Jim" Turner as he was familiarly known to a host of friends, both in and out of the business was one of the old time manufacturers agents of Boston. He founded the Turner Specialty Co., afterward the James H. Turner Co. His activity in kitchen furnishing lines covered a period of 35 years.

He was a good patriot and during the war went to Bridgeport, Conn. to help in the munition production as he was a skilled mechanic, having served his apprenticeship when a young man with the Brown & Sharpe Co., of Providence, R. I.

The funeral was largely attended, many of the commission representatives offices being closed during the funeral services. He leaves a widow and one son by a former marriage, the latter, Geo. M. Turner kitchen furnishing buyer for the Raymond Syndicate, Inc., of Boston.

Mr. Turner was a mason and an Odd Fellow.

Open New China and Glassware Department

"The Boston Store," (William Hahn & Co.), Fort Wayne, Ind., have opened a new china, glassware and housefurnishing department, which is in the capable hands of Henry Joseph as buyer. Mr. Joseph was formerly with Tepper Bros., Fort Wayne for several years.

The Prague Fair

According to Dr. Sevcik the success of the tenth International Fair, held in Prague from March 22 to 29, has proved that this institution has already passed the period of childhood and that it has grown up to manhood. It has secured a firm footing in the economical life of Czecho-Slovakia and Europe, it has stabilized the number of home and foreign exhibitors and besides enormous crowds of home visitors, it has attracted the commercial circles of the surrounding States as well as other European and oversea countries.

"There is no doubt that the last Prague Fair owes a great deal of its success to the favorable economic conditions to which the previous fairs have contributed to a large extent. Many industries are approaching their pre-war capacity, the unemployment returns have diminished by 80 per cent against 1923, the favorable balance of the increased foreign trade for February, 1925, a surplus of 190 million korunas in connection with the stabilized exchange rate, has inspired abroad a general confidence in trade with Czecho-Slovakia.

"The last fair has once more displayed before home and foreign buyers nearly all staple industries of Czecho-Slovakia, viz. glass, china, jablonec jewelry, beer, liquors, preserves, chocolate, chemicals, wood articles, bentwood furniture, leather goods, boots and shoes, gloves, textiles, cotton and linen goods, woolen goods, lace, embroideries, trimming machinery, hardware, enamelware, toys, brushware, musical instruments, buttons, fancy goods, etc. The only exception was the paper industry, which was not represented proportionally to its importance. Trade in sugar, malt, hops and timber is conducted by special exchanges more than by the fair.

"Foreign exhibits completed the fair in a felicitous choice of articles which have a good chance for sale in Czecho-Slovakia. Of the total number of 2,168 there were 156 foreign exhibitors from fifteen countries. The German and Austrian exhibits were most numerous.

"The turnover is not controlled by the fair management but the reports by all lines announced very fine business both for home and foreign markets in nearly all Czecho-Slovakia staple articles enumerated above, as well as in all foreign exhibits sold to home consumption. Before closing the fair the fair management has registered applications by about one-fourth of the exhibitors for the autumn fair to be held from September 6 to 13, 1925.

"All visitors to the fair paid a keen attention to the construction works on a large area before the entrance to the exhibition grounds where the new definite fair palaces, a new commercial city, will arise in a couple of years."

Glass Industry in Poland

A Reuters Trade Service reports from Warsaw says that the Polish Republic has 87 glass factories, of which 50 are active. The production in 1924 was 390,800,000 kilograms; of this quantity, 2,331 tons, valued at 2,088,000 zlotys, were exported. In January last exports were 126 tons, valued at 165,000 zlotys. The importation of glass and glassware rose in 1924 to 5,683 tons, valued at 6,217,000 zlotys. In January last 675 tons, of the value of 762,000 zlotys, were imported. The Polish glass industry may be divided into three groups: (1) sheet and square glass, (2) bottle glass, (3) small glassware, trinkets, etc. The situation in the factories which produce sheets and squares has improved recently owing to the expectation of a renewal of activity in the building industry. With the approach of Easter the production of small glassware and trinkets also increased, but it is this branch of the industry which is feeling most acutely German and Czechoslovak competition, the Polish markets being overrun by the production of these two countries. The manufacture of bottles in Poland depends largely on the alcohol monopoly, which is the principal buyer.

For the Small Town Retailer

Correspondence Desk.—A store service which will be appreciated by the rural patrons of the small town merchants is a desk set aside for their use. Desk should be in a quiet corner of the store, or preferably in a small room. Envelopes, paper, blotter, calendar, pens, ink and other writing accessories should be kept handy. Mail to your country trade invitations to the free use of this "correspondence corner" or "room," adding that letters can be left in your care for delivery to the post office. These people often find it necessary to write letters while in town and your thoughtfulness in serving them will bring its reward. An added accommodation is the sale of stamps to such trade.

C. O. D. Parcel Post.—Are you taking the advantage that the C. O. D. parcel post and rural telephone lines give you? Have you featured a service similar to the following?

"Telephone us your wants today and we'll send them out by C. O. D. parcel post tomorrow."

Weekly or monthly price bulletins bearing such slogans can be sent out profitably. The parcel post offers the same opportunity to the retailer to stimulate his sales as it does to the big city mail order houses. The mail order houses have been somewhat quicker to take advantage of these opportunities.

Belgium Wage Cuts

Wage cuts of 5 per cent in the coal industry and of 6 per cent in the glass industry became effective on May 1. Metallurgical markets are considerably weaker, and many of the mills are reducing their activity, particularly because of the serious competition met from Luxembourg and the Lorraine district

Smith Ceramic Studios, Inc.

901-9 Monroe Ave., Rochester, N. Y.

Originators of

**Unusual Creations in Decorated
China and Glassware**

Salesrooms

NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg

BOSTON
Wilgus-Good Co.
10 High St.

Also Displays at

Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia

Bush Terminal Sales Bldg.
140 W. 42d St.
New York

HEWEL & CO.

BERLIN, GERMANY

Manufacturers of

**German China in Plain and Decorated
Tea and Dinner Sets**

Representatives
The Geo. Ross Co.
11 W. 17th St.
New York
New England States

Representatives
Ruth & Tiedeken Co.
16 N. 6th St.
Philadelphia, Pa.
Pennsylvania
New Jersey
Southern States

Representatives
J. F. Coffman
237 So. Wells St.
Chicago
West and Middle West

Houghton Predicts Era of Prosperity

Ambassador Houghton, addressing the American Chamber of Commerce in London as the principal guest at a luncheon Tuesday, predicted a new era of prosperity for world trade and commerce when normal conditions are resumed.

Mr. Houghton declared he often had asked himself if America would be ready for the great rush of business which would follow when the doors of trade finally are reopened after the wreckage caused to commerce by the war.

Referring to the commercial progress that has been made since the signing of the armistice in 1918, Ambassador Houghton declared that he was an optimist regarding the outlook for the future, and that sooner or later normal conditions would be restored.

"When that time comes, and it cannot be far distant," he said, "I see a new era of prosperity ahead of us in world trade.

"But in this connection I often ask myself whether the United States will be ready for the international trade boom which is bound to come," he continued.

"No half-hearted effort on our part will suffice to meet these conditions. Speaking as one long experienced in business, I realize more than ever that it is men like you members of the American Chamber of Commerce here in London who will give the answer.

"I envy you your opportunity to serve the United

States to the very limits of your strength and I am sure you will be equal to an emergency.

"We may be quite sure that if American foreign trade is to prosper, it will prosper only because and to the extent that other nations find it to their advantage to make it prosper.

"It needs no profound wisdom to understand that the ultimate reason why men trade is mutual advantage. It could be nothing else, for when trade ceases to be advantageous to both parties concerned, it simply ceases to exist."

The Ambassador said that despite all apparent discouragement at times, he had too much faith in the common sense of Americans to believe that this slow but persistent progress of reconstruction in which Americans are participating would cease or even falter. Sooner or later normal conditions must obtain when men would be able to work with quiet minds and devote themselves to their daily tasks.

Store Ideas

Use the simple opportunities at your disposal to create interest in your store. These two will help.

Visualizing Sales.—The growing pile in your window is always of interest and generates a goodly amount of word-of-mouth advertising for your store because it brings before the eye of the passersby the fact that you are doing real business. Many articles can be used in making the pile—cash register slips, boxes, wrappers, bottles, envelopes, orders, etc. In the window place a sign:

**"WATCH THIS PILE GROW FROM DAY
TO DAY—IT IS PROOF OF A GROWING
BUSINESS"**

A Reminder.—As the customers enter your store you can bring to their attention in the following manner, any goods you are featuring:—Run a continuous line of clothes line rope from one wall to the other letting it hang down loosely. Letter a display card in large letters. "A GOOD LINE OF ———" and attach to center of loose or lower line. Place weights back of sign on lower line which will pull upper line taut. Hang merchandise on line, fastening with clothes pins, pins or clasps.

Good Fishing

If your store is in the city near good fishing lakes or streams offer a reward in cash or merchandise for the largest fish caught with hook and line in waters near your town. Make it conditional that the fish be weighed and photographed and one photograph furnished you. The photographs can be taken on postals or by kodak, therefore, the cost will be low. You can use the photographs for display material and your store will receive some good publicity from the interest such a contest will create among fishermen.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



PRODUCTION of flint glassware continues in nominal volume, but some lines are in better request than others, according to those in charge of sales departments. Seasonable lines are in best request, although the demand for the utility lines is in keeping with the season. Department stores, so it is reported here, have been making special drives on particular lines, and as a result manufacturers have been called upon to furnish special assortments. The decline in the demand for lighting goods is due solely to the season, although many distributors seem to be interested in keeping their stocks up to normal. Where building shows activity the demand for lighting glass is active. Decorated glassware and novelties are moving with more or less liberality, and the majority of the decorating plants are working on active schedules. The jobbing interests are taking their usual volume of glassware for this season, and department stores, generally speaking are ordering in smaller lots, but with more frequency.

The entire new line of lighting glassware is now on display at the main sample room of the Pittsburgh Lamp, Brass & Glass Co., in the Chamber of Commerce Building, which is in charge of Robert G. West. A number of new designs in standards are being featured this season, on the portable line, the art work being out of the usual beaten path. The standards are to be had in several finishes. Illustrations of the entire line for 1925 are now available. Road salesmen and resident sales officers are forwarding some excellent business to the home office, and the several factories of this company are now working on about normal schedules.

Demand for the console set line of the Westmoreland Glass Co., Grapeville, Pa., continues active, and retail distributors have been repeating on initial orders that were placed last January. Their Dolphin design has proved to be a very popular design, and the demand for this set has been good throughout the season. The decorated line of glassware of this plant is in very heavy request, and both the factory and the decorating departments are working under normal schedules.

Summer working schedules in all union flint glass factories have been so arranged that nominal production will be a matter of record at all times. The factory employees will follow the custom established during the late war period of taking a holiday in companies not to exceed 25 per cent of the full working force. The workers and the manufacturers have agreed to this schedule, and it has been found to be very satisfactory arrangement since it was first put into operation.

Proposed changes in the wage scale are now being discussed by the various local glass workers unions. A little later these propositions will be submitted to the manufacturers for deliberation, in ample time before the joint conference opens in Atlantic City on July 13. No intimation has been received in this district of the nature of the proposals that will be advanced by the workers.

The Economy Glass Co., Morgantown, W. Va., reports a very heavy demand for its crackled glass line of tumblers. "This line has proved to be one of the most active items we have presented the trade for a long time," suggested General Manager George Daugherty. The Economy plant is being operated on a rather active production basis, and new business is being received in more liberal volume than at any time since the close of the January buying season.

At a meeting of the Citizens Glass Co., Barnesville, O., the capital stock of the corporation was increased from \$50,000 to \$300,000, and this is to be followed by the company issuing \$300,000 first mortgage bonds. The additional capital will be used for the purchase of additional plant equipment.

Following repairs made to a tank which caused fire at the plant of the Coshocton Glass Co., Coshocton, O., production has been resumed. The company is making a special feature this season with its tumbler line.

The sale of flower vases and baskets shows an improvement as the season advances. Retail distributors have been liberal purchasers of this line during the last fortnight, both the plain crystal and decorated lines being in very good request. Jobbers have also been pushing this line, and the florist trade has been a liberal buyer also. The different factories featuring flower bases and flower baskets all report a steady production on the line.

It now seems certain, according to reports received here from Alexandria, Ind., that an early settlement will be made with the creditors of the Lippincott Glass Co. Negotiations looking forward to an adjustment of the financial affairs of the company are progressing so favorably, that all details are expected to be closed within a few days.

Production of glassware has again been resumed at the plant of the Puget Sound Glass Co's., plant, Anacortes, Wash. The factory has been idle for several months, during which time a number of factory extensions were made. This season the production is confined in the main to a general line of containers.



WHAT THE POTTERIES ARE DOING



PRODUCTION in the generalware potteries of the Tri-state district shows little change from the record of the last few weeks. Some days new business with manufacturers is classed as spotty, while at other times mail orders are good. There is a tendency on the part of many buyers, so the record shows, to buy in small quantities, but from this same source orders are more frequent. This situation indicates that some buyers are interested in only sufficient volume of new merchandise to keep stocks up to nominal standard, and that very few are anticipating their wants in volume. The larger department stores continue to be interested in orders for matchings for the open stock patterns, but at the same time these stores are in the market for specials, such as small sets which the stores are featuring during special sales. A rather considerable volume of business has been placed with some of the manufacturers for these sets during the last few months. The East Liverpool pottery district is operating on a basis of from 65 to 75 percent of possible capacity, and some of the "out of town" potteries are working but five days a week. In one instance one plant has just resumed after being idle for a week. Jobbers are ordering nominal lots of ware, the western and southern trade receiving carlot shipments.

Additional conferences have been held between the management of the Atlas China Co., Niles O. and those in charge of the sale of the plant of the Guernseyware pottery at Cambridge, O. with a view to purchase. Details have not been closed at this writing, although it is hinted here that negotiations will be closed within a few weeks. The Atlas China Co. will begin operations in its rebuilt plant at Niles within the next two months, it was said this week.

The T. A. McNicol China Co. has closed arrangements for exhibiting its line at the National Housefurnishing Exposition at Chicago June 22-July 18. A complete line will be displayed, including several new patterns recently placed on the market.

The new "Coronado" dinner shape of the Knowles, Taylor & Knowles Co., which was placed on the market for the first time in January, has proved to be the most attractive sales proposition this company ever presented. Orders for the line in open stock continue to be very active, and the distribution is over a very wide territory. There are over 100 patterns to be had on this shape.

The plant of the Shenango China Co., New Castle, Pa., which features a complete line of hotel china, is now op-

erating on a five-day a week basis. There is a rather steady demand for this line of merchandise just now, and the production of the plant is showing a favorable increase.

Operations at the plant of the Southern Potteries Co., Erwin, Tenn., continue active, a very satisfactory volume of business is being received, according to Charles W. Foreman, in charge of sales. This company has been showing a steady increase in output since January, and the operating schedule is about up to normal.

Unlike a situation which prevailed several years ago, there is no labor shortage in the pottery industry. In fact, manufacturers are able to secure all the help necessary. While many plants are operating on reduced schedules, and with no expansion in the industry reported, there is ample help available for all branches of the industry.

Students of the commercial engineering department of the Carnegie Institute of Technology, Pittsburgh, Pa., in charge of George H. Fellows, made another trip to this district a few days ago and spent a day at the new No. 6 plant of the Homer Laughlin China Co., Newell, W. Va., and under the guidance of Joseph M. Wells, A. V. Bleining and J. M. Watte. An inspection of the Newell plant of the Edwin M. Knowles China Co., followed. At the latter plant the guests were in charge of J. W. Irwin.

Following a holiday of two weeks spent at Atlantic City, Malcolm Thompson of the Hall China Co., East Liverpool, has returned to his desk. During his absence the office was in charge of F. I. Simmers, who recently returned from a trip through the western territory.

F. K. Pence, for some time in charge of the research department of the Knowles, Taylor & Knowles Co., but now engaged in the pottery business at Paducah, Ky., addressed the Lions Club there a few days ago on Kentucky clays.

According to the will of the late George W. Meredith, filed for probate in Pittsburgh, Pa., courts a few days ago the estate was placed at \$300,000. Mr. Meredith at the time of his death was residing in Atlantic City, but was a native of East Liverpool. At one time he was one of the owners of the Colonial Pottery here, and had many other local interests. Mr. Meredith was the father-in-

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

New Designs in Glassware Shown by Cambridge Glass Co.

THE modern vogue for table glassware has become so firmly established that manufacturers of this commodity, in order to meet the never-ceasing demand for "something new" are constantly working out some novel adaptation of glassware for table use. In fact it is now possible to equip the table almost completely in glassware. The Cambridge Glass Co. Cambridge, O. have done some splendid work in creating and adapting glassware for practically every table use, as well as for boudoir and other special purposes. Shown at the New York office of this concern at 184 Fifth Ave., are many new and interesting samples. One of their newest items is a cocktail set, in crystal, amber glow, or green, consisting of six footed, fluted glasses with footed shaker with sterling silver top. A new console set introduces a pair of dolphin candle sticks combined with a tall rose jar in plain or twisted optic, in four colors, green, amber glow, blue or mulberry, the jar having black cover and stand. They are gracefully modeled and combine charmingly to make an interesting piece of decoration. A thirty-three piece luncheon set will make a wonderful summer number, coming, as it does, in amber glow, green or mulberry, all colors especially suitable for porch, and cottage use. The set consists of cups and saucers in two styles, sugar and cream, baked apple dishes, salad and bread and butter plates and a large plate for sandwich or bread. For purely decorative purposes there are flower baskets and tall and slender vases, footed, in three sizes, and in green, mulberry and amber glow, some with encrusted gold decorations, new round and oval shapes in mayonnaise sets in amber glow and gold, some with gold incrustations in heavy band with rich design broken by open work medallions. Sugars and creamers on a tray come with the same decoration as do, service plates, salad and bread, and butter plates. The "Classic" design appearing in gold on some of the slender vases, has an open work panel running down the length of the vase and alternating with short festoon motif. For the dressing table there comes a charming set consisting of two graceful perfume bottles with drip stoppers and a large powder box. These come in four decorations and three colors, blue, green and amber glow. One in a satin finish, solid color has an etched design. The others are decorated in gold in delicately traced designs, a butterfly and rose motif, one a Grecian urn and another on spreading floral spray. Another new feature being introduced by the Cambridge Company is an eighteen piece household assortment consisting of six goblets, six tall sherbets and six iced tea glasses packed in a shipping carton. These may be had in the favorite colors, green, mulberry and amber glow. This last shade, by the way, is a new amber tint of a

rich deep hue, and is a color of wonderful warmth and of strong appeal in the many numbers in which it is featured

Unusual Czecho Glassware Shown By Francis H. Ruhe

Beautiful colored Czechoslovakian glassware is now on display at the attractive new show rooms of Francis H. Ruhe, 14 West 23rd St., New York City. The predominating feature of this recent importation is the extraordinary combination of colors, producing most interesting and unique effects, employing many bright tints which are artistically combined with black and darker tones. The different shades, orange, blues, reds, yellows, are so unusually treated in the assembling, with dashes of color in novel combinations, that the line has been nick-named "Shimmy," because of its oddity. The items include vases, candy jars, pitchers, plates, cigarette stands, and many other popular articles; all splendid inducements. The firm should be proud of its new salesrooms, which are spacious and well adapted for the large collection of stemware and glassware displayed. The beautiful mirrors for background give an added attractiveness to the items shown. Lovely crackled iridescent ice tea sets, gold encrusted glassware in many attractive patterns, and many other beautiful glass pieces, with a new line of wicker floral baskets are some of the compelling objects. The little wicker baskets filled with glass flowers so realistic in their construction and coloring, showing red and yellow roses, lilacs and other flowers, serve as lovely attributes for decorative purposes or for dainty gifts. The whole assemblage of glassware is an excellent exhibit of the firm's fine imported glassware.

Graham & Zenger, Importing Interesting New Glassware

In spite of Eighteenth Amendment the need for whiskey and cocktail sets seems to be as great as ever, perhaps even a little bit greater, and various manufacturers and importers of glassware are kept busy supplying the demand for these important items. Graham & Zenger Inc., 104 Fifth Ave., New York, have just received some interesting new glass whiskey sets from Holland. These are decorated with flutings and pineapple band cuttings which make a charming combination, simple yet rich. These come in green, amber and crystal and are made up in sets consisting of decanter and six whiskey glasses or with six highball glasses or decanter with six each of whiskey and high ball glasses. These are reproductions of quaint antique glasses. There are also some very interesting new covered candy boxes and can-

(Continued on page 30)



*A certain old chap Bill Ahearn
Who thought he'd knowledge to burn
Said he "The trade press
Is naught but a mess
I KNOW all there is to learn."*

*Jack Smart then came on the offing
And smiling, his coat he was doffing
"I'm op'ning a store
Almost next door
And soon will cure you of scoffing."*

*"If you'd only paid more attention
To trade papers and each new invention
I wouldn't have come
But now watch things hum
What's left won't be worth a mention."*

Ernest H. Bennett.

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers
of Lamps, Shades and Their Accessories

By BEATRICE MILLER WISNER

Exquisite Metal and Crystal Lamps from H. E. Rainaud Co.

SPLENDID artistry combined with practical construction in the exceptional lamps shown by Charles J. Dela Croix, 19 Madison Ave., sole New York representative for the H. E. Rainaud Co., Meriden, Conn., is a noteworthy element in the various types of lamps and shades attractively displayed at the above showrooms. The exhibit of beautiful crystal and metal lamps, original with the H. E. Rainaud Co., is a novel adaptation of crystal combined with metal. The crystal uprights of



the floor and bridge lamps with metal arms and trim in gold leaf, polychrome or other finishes are unusually fine specimens of art modeling and design. Some of the lamps are reproductions of Venetian patterns, with fine metal scroll-work and trimmings. These are excellent productions from the hand of skilled craftsmen. A new type of lamp styled twin-tube, is novel, decorative and original in construction. Table lamps in a large variety of styles have beautiful hand painted glass shades with metal decorations. The marvelous achievement of painting on glass by the dexterous hands of trained artists, is a splendid example of exact coloring. One royally beautiful metal table lamp has a glass shade of blue color with conventional decoration. The blue is lovely, in tones

of dark and light, which gives a delightful lighting effect. Some of the glass shades have black backgrounds with bright floral decorations. The colors in relief against the dark background produce striking results in hand decorations. Other shades show rural scenes, employing many colors all of which are realistic, defying nature in their splendid tints. The floral decorations are surpassingly lovely, showing numerous flowers; iris, chrysanthemums, and yellow and red flowers against pink and blue backgrounds. These are unusually beautiful in lively colors. The glass shades with metal trim are decidedly useful and practical, as in case of breakage, the glass panels may be replaced, in identical decorations, at little cost. Many silk shades, splendidly tailored, from John J. Hines, Inc., are also shown in pleated georgette, gold lace and various fabrics with ruching, galoon, cut-out and rosebud trimmings. These are beautiful additions to the lamp proper and may be bought with or without the lamp. The entire display of floor, bridge, table, boudoir, torchiers, and table torchiers, are worthy demonstrations of fine luminators from the E. H. Rainard Company, so well known for the splendid construction and artistic finish of its products.

Imported Unique Lamp Shade Accessories

When the silk lamp shade compels through its beauty of decoration, it must of necessity be adorned with trimmings suitable and appropriate to the lamp base. Lamp mounts and standards come in such a variety of designs and decorations that a large assortment of trimmings is necessary to complete harmonious selections for the up-to-date lamp shade. Hirschberg Schutz & Co., 268-276 Fourth Ave., New York, importers and manufacturers, of novelty trimmings, etc., are showing chiffon brocade and transparent tinsel materials, flowers, garlands, motifs for lamp shades and pillows, lamp pulls, colored braids all colors, chenille and silk tassels all colors and sizes, silk fringes and moss edgings, all colors and widths, and a variety of lamp shade ruchings in all widths, colors and materials, all of these specialties are attractively displayed at the firm's spacious show rooms. These beautiful creations are effective in coloring and fine workmanship and form a substantial element in the adornment of the new silk lamp shade models for coming seasons, making the ornate shade "A thing of beauty and a joy forever."

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

“HOUSEHOLD utilities of Timely Interest,” was the caption of the sale of home needs held this week by Mandel Brothers. Many items for kitchen and garden were included at prices that tend to attract the customers, and as a result the house-furnishing department of the store was well crowded during the early days of this week. The Boston Store this week is continuing their 52nd Anniversary Sale and included in their offerings are 100-piece dinner sets of semi-porcelain, selling for \$17.95. At the Leiter Stores, the Fifth Anniversary sale is under way, and among the things featured are slight cut stemware at fifteen cents per piece, aluminum percolators, the kind that usually sell for one dollar were priced at seventy-nine cents, while 100-piece dinner sets, sub-standards, were offered at \$10.00. The china and glassware department of the new Hartman Furniture Store, recently opened, this week sold 100 piece dinnersets of domestic semi porcelain at \$17.79. Retail business is a little more active since the first of May than it has been for more than a month. The State Street merchants are taking a more optimistic view of the situation and a good volume of sales is expected before the end of June, when the usual Summer lull is expected to set in.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Triangle 1000

The annual Chicago Toy Fair, held each April at the Morrison Hotel, will in the future be carried on by an organized association of toy makers and their salesmen. A definite organization of the toy makers was brought about through the help of the Chicago Association of Commerce during the recent Toy Fair and the event will be directed by this association in the future. In the past the Chicago Toy Fair has been an unorganized event with no central body or association carrying on the work. The manufacturers have merely reserved their rooms at the Morrison Hotel each April, coming as early and staying as late in the month as they desired. The show was advertised only by the individuals, rather than by a central body such is the case with the glass and pottery shows, the gift shows and other merchandising events. The new toy organization will doubtless prove a big help in the conduct of future Toy Fairs.

T. A. McNicol, president of the pottery bearing his name, was among these who displayed their samples in the Chicago market last week.

John Wendt of the Crown Pottery Co., came to Chicago last week on business. Jack Kennedy of Roseville Pottery Co., was also “among those present.”

The Western Art & Novelty Co., 2043 Ogden Ave. has received a state charter showing a capital stock of \$25,000. The company makes silk lamp shades, lamps, novelties and works of art. The owners are David, Frieda and Maurice Spiegel.

F. I. Simmers, president of the Hall China Co., was among those visiting the Chicago market last week.

“Sol” Ostrow, President of the Hopewell China Co., Hopewell, W. Va., was in Chicago this week to confer with his Chicago representative, W. T. Darden, who maintains a display of the Hopewell products in the Palmer House.

“Bill” Duval, well known salesman for Bryce Bros., stopped in Chicago last week while en route to the Pacific Coast on business.

Charles L. Patterson buyer of china, glass and art goods for Carson, Pirie, Scott & Co. returned this week from a buying trip to the East.

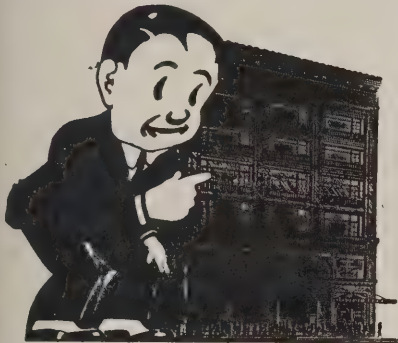
The corporate name of the Kaprall-Dinklespiel-Sommers Co., Chicago and Grand Rapids, manufacturers of lamps, has been changed to the Kaprall Mfg. Co.

(Continued on page 31)

CHICAGO

READY TO SERVE
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.
Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported
and Domestic Table and Illumin-
ating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales.
Copper and nickel plated ware.
Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Conti-
nental Silver Co.; Paden City Pot-
tery Co.; Buckeye Aluminum Co.;
Jeannette Glass Co.; Genesee Pot-
tery Co.; F. S. Lowry Pottery Co.;
Inc.; Buffalo Manufacturing Co.;
Eureka Tumbler Company; Ebe-
nezer Cut Glass Co.; Maryland
Glass Co.; Mercer Pottery Co.;
Canonsburg Pottery Co.; The
George Ross Co.

We now have available about 1,400
square feet of desirable space suitable
for china, glass and housefurnishing
display rooms. For details apply to

ROSENBERG & LURIE

178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring
in many dollars

Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CON-
TAINS COMPLETE SAMPLE LINES
DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic
Temple

Flint Glassware,
Pressed and Blown
Etchings, Cuttings
and Iridescent.

Harry G. Dalzell

Phone
Central 3497

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
Haven Company

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

WALTER B. ANDREWS

80 East Randolph Street
Corner Wabash Avenue
Room No. 405

Representing

MONONGAH GLASS CO.
CO-OPERATIVE FLINT GLASS CO.
THE DUNCAN & MILLER GLASS CO.

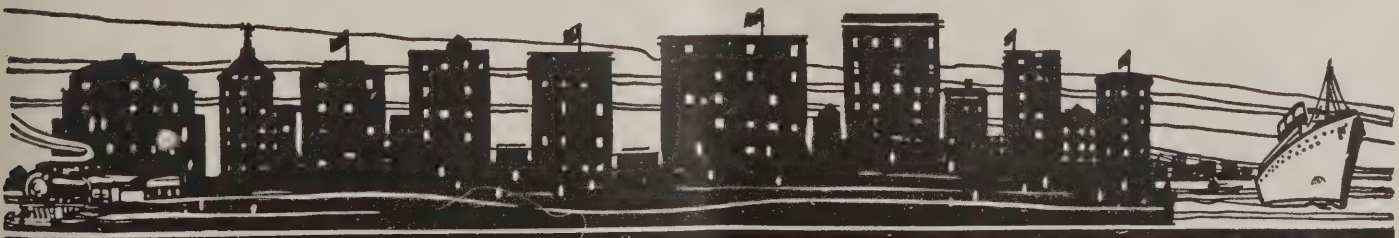
THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative
666 Lake Shore Drive
FURNITURE MART

Phone: Superior 4100 Room 930

This "card" can be made to yield
big dividends. Phone Wabash 860
for rates.



W A N T E D

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H E L P W A N T E D

WANTED—Commission Salesmen (We are manufacturers)—We have certain territory outside of New York and New England open for Commission Crockery Salesmen of experience. Our several plants turn out a strong line of Domestic Dinner Ware and specialties—a diversified line of quality, and can give service that will satisfy your trade and get repeat orders. As a side line ours would prove one of satisfaction and profit. Address P. O. Box 184, East Liverpool, Ohio.

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AN aggressive organization with established clientele, covering the Eastern States, wishes to connect with factory producing medium priced dinnerware and specialties. Also interested in glassware. Address Box 478, care of CROCKERY AND GLASS JOURNAL.

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MANUFACTURERS OF GLASSWARE.

Lamp Chimneys, Lamps, Lantern and Fish Globes, Shades, Founts, Towel Bars, Cane, Tubing. Gas and Electric Globes in all colors. Private Moulds Worked.

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New York Office: 290 Broadway.

What the Potteries Are Doing

(Continued from page 24)

law of John B. McDonald, secretary of the Knowles, Taylor & Knowles Co.

The work started by the United States Bureau of Standards in connection with the standardization of seeger cones is making satisfactory progress. A preliminary report of this study, which is of great interest to manufacturing potters, has been filed with the American Ceramic Society.

With a nominal capital stock of \$5,000 the Zanesville (O.) Clay Products Co., has been formed there by Robert E. Pfeiffer.

Succeeds Father as Head of Williamsburgh Flint Glass Co.

Erskine B. Van Houten, vice-president of the Williamsburgh Flint Glass Co., succeeds his father Erskine J. S. Van Houten whose death was published in our issue of March 5th, as president of the concern, and is continuing the business on a progressive scale.

The company whose office is at 290 Broadway, are manufacturers of lamp chimneys, lamps, lantern globes, shades, towel bars, linings for mounters, besides specializing in private mould work.

"ZANE WARE"

A MARK OF

DISTINCTIVE POTTERY
FRUIT AND FLOWER BOWLS
CANDLESTICKS, VASES
JARDINIERES, ETC.

in beautiful colored glazes and

FAMOUS MOSS AZTEC FINISH

THE ZANE POTTERY CO.

South Zanesville, Ohio

New York Office, 16 West 23rd St.

Mr. Average American

We spend \$2.58 on diamonds per person and \$1.10 on books; \$4.15 for near beer and only 22 cents for dentrifices. Only one in ten people in the United States brush their teeth, but we consume enough tobacco per year to pay off the interest on the entire public debt!

We spend 51 cents for firearms and shells and 18 cents for fountain-pens and steel pens. We spend \$28 for luxurious services and \$2.20 for pianos, organs and phonographs. We spend \$5 for jewelry; 5 cents for artists' materials and 15 cents for artists' finished work of various kinds. We spend \$3 for ice-cream and 8 cents for professors' salaries. We spend \$45 for luxurious foods and \$10 on public schools. We spend \$9 for perfumery and cosmetics and 30 cents on mirrors.

We spend \$3.75 on toilet soaps and 90 cents on eggs. We spend 65 cents on coffins and 11 cents on health service. We spend 10 cents on regalia, badges and emblems, and 2 cents for engravers' materials. We spend \$2.10 on patent medicines and 32 cents for watches, 45 cents for toys and \$3.20 for cakes and confections. We spend \$8.15 for theater admissions and club dues and \$1.85 for shirts. We spend 1 cent on theatrical scenery and \$2.50 on sporting goods. We spend \$21 on automobiles and parts, and \$55 on men's clothing. We spend \$11 for candy and \$41 for meats. We spend, finally, \$30.73 for government expenses.—*Annals of American Academy of Political and Social Science.*

Graham & Zenger

(Continued from page 25)

dlesticks in amber with flutings and fancy pinked edge. Some new iced tea jugs large and generous in blue glass, amber and green inviting one with the promise of cooling liquid refreshment, on a hot summer day. There are also some trumpet vases about three and one-half feet tall in crystal and jade, graceful in their modeling and exquisite in coloring. All these glasses from over the seas have considerable charm due to their unique shapes and decorations and are bound to please the fastidious tastes.

Special for Glassmakers and Potters
GREEN OXIDE OF CHROME
 in variety of shades

Guaranteed to contain no Free Sulphur nor Sulphides

B. F. DRAKENFELD & CO. INC.

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 &
**GLASS
 WARES**

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 Nos. 1, 2, 3 & 4
ROMAN GOLD PASTE
 Nos. 1 & 2
LIQUID BRIGHT GOLD

**THE
 ROESSLER
 &
 HASSLACHER
 CHEMICAL CO.**
NEW YORK

The Chicago Market

(Continued from page 28)

Figures announced recently by the Chicago Association of Commerce in conjunction with the industrial division of the Census Bureau in Washington showed an increase of 33.6 per cent in the total value of Chicago's Manufactured products from 1921 to 1923. Enameled ware showed a gain of 100.8 per cent for the period, toys and games increased 86.1 per cent and all housefurnishing goods, 136 per cent increase.

The Bing Importing Co., is a new corporation with offices at 3939 W. Madison St., to do a manufacturing, importing and wholesale business in art goods, lamps, shades and novelties. The owners of the company are J. E. Byrne, Jacob I. Grossman, and Gordon Morgan.

J. W. Mackey, sales manager for the Smith-Phillips China Co., called on the local buyers during the past week.

Using Magazines to Advantage

If you can reach a real need of your customers in a trade stimulant, which does not cost you too much and which is also closely classified as a "luxury," therefore giving an appeal to all, you have secured the ideal article.

Such an article is the monthly magazine. These magazines retail at from five to thirty-five cents and when

you can order direct from the news company will cost you from 25 per cent to 35 per cent less. Set aside a small counter for the display of the magazines and also display them in window. Give out 3 cent coupons with each dollar purchase, which will be received in payment for any magazine. You will notice many new faces among your customers as soon as the news of this plan is spread around. The inducement of up-to-the-minute modern magazines to be had merely in exchange for patronage will appeal to both those who read for pleasure and those who read for education. Under the working of this plan a customer spending two dollars with you would receive any five cent magazine such as *Saturday Evening Post*, five dollars any fifteen cent magazine, etc.

New Incorporations

The Atlas Glass & Mirror Co., was recently incorporated in Chicago at 2315 Ogden Ave. to manufacture and deal in glass, glassware, mirrors, etc. Incorporators are Jacob Schulensohn, Charles Kuffal and Charles R. Norman. Capital \$50,000.

Miss Elsie Keszler who has been associated with the firm of Horace C. Gray, Inc., New York, for several years, has given up her position with that concern to be married to Jack Davais. The wedding is to take place Thursday, May 14th. We wish the "newly weds" much joy.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Suc-
cessors, 67-69 Irving Place, near
18th St.

Art Pottery, Bronzes, Marbles and
Lamps.

EDWARD BOOTE, 35-37 West 23d
St.

Cauldon China. Wood & Sons'
Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76
Park Place

"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West
23rd St.

French China Dinnerware, Short
Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th
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Importers of China and Glass, Mfrs.
of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc.,
206 Fifth Ave.

Copeland's China, Earthenware and
White China Fancies. Phone, Madison
Square 4182

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and
Glass.

A. J. FONDEVILLE & CO., 24 West
23rd St.

Successors to Fondeville & Van Ider-
stine. Importers of China, Glass and
Earthenware.

OTTO GOETZ, INC., 43 Murray St.

Importer of Crockery, China and
Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920
Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11
East 36th St.

The Famous "Haviland China"
known since 1840.

HERMAN C. KUPPER, Inc., 39-41
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MADDOCK & MILLER, Inc., 39-41
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English Wares of Merit: John Mad-
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erton's Crown Ducal Ware, Carlton
Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East
16th St.

Importers of Japanese Goods. Tele-
phone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d
St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51
West 23rd St.

Dinnerware from Heinrich & Co.. Selb.
Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE,
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PERCY N. LEYLAND, Inc., 184 Fifth
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King & Barrett, teapots; George
Jones & Sons, Ltd., china; Wedgwood
& Co., Ltd., earthenware. Telephone,
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The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and House- wares Trades

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Tirschenreuth Dinnerware, Specialties
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Leigh, R. Sudlow & Sons, Shorter &
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combe Pottery.

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Large stock of imported open-stock
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TAIYO TRADING CO., Inc., 101 Fifth
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Sole Agent for L'Union Ceramique,
Limoges, France.

Myott, Son & Co., Hanley Staffs, Eng-
land. Poszellanfabrik Fraureuth, Sax-
ony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns.
White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg
China and Earthenware, Sweden;
Kosta Crystal, Sweden; Rorstrand
China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255
Fifth Ave., between 28th and 29th
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Josiah Wedgwood & Sons, Ltd. Tele-
phone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Hunting-
ton, W. Va. New York Sample
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Encrustations on Imported China and
Fine Decorated Glassware.

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and
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J. Duncan Dithridge, Representative,
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CAMBRIDGE (O.) GLASS CO., New
York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware,
thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgan-
town, W. Va. D. King Irwin, Repre-
sentative, Fifth Ave. Building

Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147
Fifth Ave.

Pressed and blown glassware. Chas.
L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth
Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and
novelties. Malone & Nicholson, Rep-
resentatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO.,
T. W. Hamilton, Representative, 139
Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton,
Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-
marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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Vol. 100

May 21, 1925

No. 21

AS THE EDITOR SEES IT TOO MUCH "WAITING"

"WATCHFUL WAITING" may be an excellent policy in certain emergencies of war and even peace, especially in the business of after war times. The trouble is that it may tend to become chronic. This is what, it is feared by one of New York's editorial writers, has come to pass in regard to the "waiting attitude" which seems to characterize the present day business. A general slowing down, he says, is attributed to the unwillingness of business men to make commitments at the present time because of the uncertainties which surround the future. Because of these uncertainties they are disinclined to buy commodities in advance or to make purchases or contracts that may subject them to possible inconvenience and later loss. The situation is not all unfamiliar but has frequently existed in past years. The peculiarity of it at the present time is found in the fact that it has tended to become chronic and has now lasted so long that it seems to constitute a state of mind, or what is nowadays often referred to as a "complex."

IN analyzing this situation it would seem to be well to reckon with it as a condition of semi-permanency rather than to wait for it to change. General survey of world conditions undoubtedly shows progress since the close of the war. Many dangers which were then confidently predicted have not developed. The collapse of our social structure, which to some appeared almost inevitable, has not occurred. Socialistic leanings have had several very severe rebukes and socialistic effort, as depicted in countries like Russia, has changed its character. There is certainly a more wholesome attitude of mind all along the line than has existed for a great while. But without any undue pessimism it must be conceded that not a few of the features of economic life which were regarded as fundamental before 1914 have shown great

weakness. When all is said and done there is nothing that the Government or any individual can do to change the current of world affairs. The forces now at work are too large and affect far too many individual units to permit of their being deflected or much modified by the action even of a strong administration like that of the United States. From this the manifest lesson to be drawn is that the wise business policy will be that of moving as present circumstances demand without adopting the expectant attitude which presupposes a great change in the current of affairs as the result of an election, a treaty, an international debt adjustment or some other similar factor.

DEFINITE adoption of the policy often slightly referred to as "hand-to-mouth" will operate largely to remove the objectionable or injurious features of that policy. It should result in converting business to a different and obviously less foresighted basis, but it will do away with the waiting attitude which is so largely responsible for mere postponement and delay of action which must be taken in any case at some time, but which is now deferred because of the belief that such postponement may afford a rather better opportunity for action. That kind of foresight was, under older conditions, the weighing of the fairly well ascertained elements in the problem against one another, with the result of a reasoned judgment. Today so many variable elements have entered into the computation that the outcome is mere guessing. It is impossible to say that any given policy of the sort that formerly was regarded as essentially conservative or sound is today absolutely wrong or right. Changing price levels have in the past few years oftentimes made it more conservative to buy stocks of a speculative nature than gilt-edged bonds, and much the same sort of reversal has come over business policy in other directions.

The ABC of Dinnerware and Fine Pottery

By ALFRED H. HOLBROOK

CHAPTER XXII—PACKING AND DISTRIBUTING THE PRODUCTS.

WHEN the manufacturer has completed the making and decorating of his wares he must proceed to market them. Whether this market is nearby or in a distant land, the fragile structure that characterizes pottery necessitates the utmost care in surrounding the goods with a resilient stuff that will prevent breakage, even with the most reckless handling. While inexperienced employees may be used in counting the goods for each package, only persons with long training can be trusted to wrap and wedge the wares into the box or crate.

Strange to say there is no universal form or size of package in this trade. The American manufacturer uses straw as the material for packing their wares. One hundred piece sets are packed in barrels, 50 piece sets in crates, 32 piece sets in cartons and open stock dinnerware in casks. The Japanese usually use a box that contains the equivalent of three 100-piece dinner sets; the French, a box for four, five or six such sets; the Germans and Czechoslovakians a cask for seven or eight such sets, and the British a crate woven from tree branches with a capacity of sixteen 100-piece sets. The packing material also varies:—in England, straw is used in the crate, while on the Continent, excelsior (or wood wool, as it is called abroad) is employed. In some places cut and twisted paper is used, the main idea being to have something that will absorb the shock of even the heaviest blows from the outside in transportation.

From the standpoint of economy in meeting competition, the manufacturer of dinnerware prefers to know, before he starts to make a certain lot of goods, what number of packages are to be shipped, and not only the quantity, but the kinds of items that are to go into each package. If he knows these facts he can order his decalcomania sheets to fit the job. Some items will require one kind of curve or straight length of transfer, others, different widths or curves. By being able to order substantially what will be needed of each of the decals, the potter in the end will have the least waste in the way of unused transfers or sheets left on his hands. Consequently, he expects his buyer to order in advance exactly what

THIS is the second half of the twenty-first chapter of a simplified presentation of pottery in the making, written by Alfred H. Holbrook, president of Geo. F. Bassett & Co., Inc., one of the oldest crockery houses in New York. Mr. Holbrook has devoted several years to a study of factories making dinnerware and fine pottery not only in this country but in England, France, Germany and Czechoslovakia. The venture required one who could comprehend the industry as a whole at home and abroad and in addition describe it in words simple enough for a new salesman, buyer or uninitiated dealer to gain from a reading of it a sufficient knowledge to be applied in his daily transactions and we believe that Mr. Holbrook has accomplished in his work the purpose for which it was intended. For a subject as technical as pottery making, the feature of elementary clearness for the beginner was all important in carrying out this idea.

In producing this treatise, Mr. Holbrook has also had the advantage of helpful criticism and suggestion from several technical experts in America and England of long experience in porcelain manufacture who have read the manuscript and made valuable additions or modifications.

1 Cream, 30s
1 Bowl, 30s
12 Teas, C. & S.

he requires in each package. If it is dinnerware, the package usually contain either a specified number of sets or an especial assortment from which the purchaser can repack a variety of sets and have left over matchings enough to supply breakage subsequently.

The number of items contained in the customary dinner set varies in different countries; for example, in the U. S. A., the 100-piece set is the standard, in Canada the 97-piece set prevails, while in England the 67-piece set is the common one. The items going into these standard sets can be compared easily if in parallel columns:

American

100 Piece Set, Regular

12 Plates.....	8 in.
12 Plates.....	6 in.
12 Plates.....	4 in.
12 Coupe Soups	7 in.
12 Fruits.....	4 in.
1 Dish.....	10 in.
1 Dish.....	14 in.
1 Baker.....	8 in.
2 Covered Dishes	8 in.
1 Covered Butter	
1 Boat	
1 Pickle	
1 Sugar,	30s

Canadian

97 Piece Set

12 Plates.....	8 in...	2 Covered Dishes.....	8 in.
12 Plates.....	6 in.	1 Boat	
12 Plates.....	4 in.	1 Pickle	
12 Coupe Soups	7 in.	1 Sugar	
12 Fruits.....	4½ in.	1 Cream	
1 Dish.....	10 in.	1 Bowl	
1 Dish.....	14 in.	12 Teas & Scr.	
1 Scollop.....	7 in.		

English

67 Piece Set

12 Plates.....	10 in.	1 Dish.....	12 in.
12 Plates.....	8 in.	1 Dish.....	14 in.
12 Plates.....	6 in.	1 Dish.....	16 in.
12 Soups.....	10 in.	2 Covered Dishes	10 in.
2 Dishes.....	9 in.	2 Sauce Tureens	
1 Dish.....	10 in.	1 Soup Tureen	

There are other forms of these dinner sets. Thus, for the 6 in. and 8 in. plates, there are frequently substituted 5 in. and 7 in. plates; instead of platters of the size of 10 in. and 14 in., some sets have 8 in. and 12 in. dishes. Another variation is to have four sizes of plates, instead of three, calling for one dozen each of the 4, 6, 7 and 8 in. plates. This is the make up of the 112-piece set which is popular in some localities.

Certain customs of the trade must be noted here. In counting up a dinner set each separate piece is tallied (e. g., a covered dish counts two pieces). Also, where the English and American potteries specify their different sizes in inches. Continental potteries measure in centimeters. It is a fact, too, that the various sized articles as given by the measurements which have become customary with the different potteries are not the actual measurements when the ruler is applied to the article in question. For convenience of reference and comparison, the potteries customary standard of measurements in certain of the more common items in dinnerware is set forth in parallel columns with the actual measurements:

Dinner Set Items	Pottery Scale	Actual Measure
Bread and Butter Plates.....	4 inch	6 $\frac{3}{8}$ inch
Pie ".....	5 "	6 $\frac{7}{8}$ "
Tea or Fruit ".....	6 "	7 $\frac{7}{8}$ "
Breakfast ".....	7 "	8 $\frac{7}{8}$ "
Dinner ".....	8 "	9 $\frac{7}{8}$ "
Coupe Soup ".....	7 "	7 $\frac{1}{2}$ "
Rim ".....	7 "	9 "
Fruit Saucers.....	4 "	5 $\frac{1}{4}$ "
Oatmeal ".....	5 "	9 "
Vegetable Dish (Oval Baker).....	7 "	9 "
" " (" ").....	8 "	10 "
" " (Round Nappie or Scollop).....	7 "	8 $\frac{1}{4}$ "
" " (" ").....	8 "	9 $\frac{1}{8}$ "
Covered Vegetable Dish (Oval).....	7 "	6 $\frac{3}{4}$ x 9 "
" " (" ").....	8 "	7 $\frac{1}{4}$ x 10 "
" " (Round Casserole).....	7 "	7 $\frac{1}{2}$ "
" " (" ").....	8 "	8 $\frac{1}{2}$ "
Meat Platter (Oval Dish).....	8 "	10 "
" " (" ").....	9 "	11 "
" " (" ").....	10 "	11 $\frac{1}{2}$ "
" " (" ").....	12 "	14 $\frac{1}{8}$ "
" " (" ").....	14 "	15 $\frac{5}{8}$ "
" " (" ").....	16 "	17 $\frac{1}{2}$ "
" " (" ").....	18 "	20 $\frac{1}{2}$ "
Chop Dish (Round).....	10 "	11 $\frac{1}{2}$ "
" " (" ").....	12 "	13 $\frac{5}{8}$ "

In America, the huge growth of the cities with their congested districts, containing solid blocks of apartment houses, with high rentals, has brought about a condition where an increasing number of homes or apartments contain only the fewest possible number of living rooms in which small families are the rule. For their requirements the 100-piece set has been reduced to the 50-piece set, which, with some well-known variations have gone into widespread use. The three most popular are composed as follows:

50 Piece Dinner Set

6 Plates.....	4 in.	1 Casserole	
6 Plates.....	5 in.	1 Sugar,	30s
6 Plates.....	7 in.	1 Cream,	30s
6 Teas, C. & S.		1 Dish.....	10 in.
6 Coupe Soups.....	7 in.	1 Baker.....	7 in.
6 Fruits.....	4 in.	1 Bowl	

42 Piece Dinner Set

6 Plates.....	4 in.	1 Baker.....	7 in.
6 Plates.....	7 in.	1 Dish.....	10 in.
6 Coupe Soups.....	7 in.	1 Sugar,	30s
6 Fruits.....	4 in.	1 Cream,	30s
6 Teas & Scr.			

Tea Set, 56 Piece

12 Teas, C. & S.		1 Sugar,	30s
12 Plates.....	6 in.	1 Cream,	30s
12 Plates.....	4 in.	2 Cake Plates	
1 Teapot,	24s	1 Bowl,	30s

Then there are special sets known as short services, such as breakfast sets, tea sets, and bridge sets, according

to the function for which the repast is to be served, the contents being set forth below:

American

17 Piece Set. Ind. Breakfast

1 Plate.....	4 in.	1 Individual Teapot	
2 Plates.....	6 in.	1 Individual Sugar	
1 Tea.....		1 Individual Cream	
1 Fruit.....	5 in.	1 Side Hdl. Coffee Pot	
1 Single Egg Cup.....		1 Side Handle Hot Water Pot	
1 Ind. Muffin Cover, Pierced			

23 Piece Tea Set

6 Teas, C. & S.		1 Cream,	36s
6 Plates.....	6 in.	1 Teapot,	24s
1 Sugar,	36s		

29 Piece Bridge Set

(For Card Parties)

8 Teas, C. & S.		1 Cream,	30s
8 Plates.....	7 in.	1 Teapot,	30s
1 Sugar,	30s		

English

21 Piece Tea Set

6 Teas & Scr.		1 Slop Bowl	
6 Muffin Plates.....	5 in.	1 Cream Jug	
1 B. & B. or Cake Plate			

29 Piece Breakfast Set

6 Coffees & Scr.		1 Slop Bowl	
6 Plates.....	7 in.	1 Sugar	
2 B. & B. or Cake Plate		1 Cream	
6 Egg Cups			

In the dinnerware trade the pottery and its customers find it desirable also to pack in assorted crates, the contents of which are sufficient to enable a store to repack from it several sets of different compositions and also to have left from it those items that are found by experience to be most in demand afterward by the housekeeper to replace breakages. In practice it is found that the items of the dinner set most frequently broken are the cups and the smaller plates, as they are the thinnest in structure. These assortments vary so much with the size of the store or locality served, that space will not be taken to itemize one.

When the manufacturing is accomplished the process of selling and distributing the products must be carried on with many obstacles to be overcome. If it is a domestic pottery making goods for home consumption the pottery generally employs its own staff of salesmen with a sales agent in each Metropolitan Center. If the goods are intended for export, another complicated field opens, involving foreign exchange, ocean transportation, the adequate assorting and packing of goods to suit the foreign market, and the terms upon which payment must be made which vary considerably in different countries. In South America extensions of time of payment for six months are not uncommon, in the U. S. A. the usual time is thirty days after the goods are invoiced as leaving the factory.

Foreign potteries, which are accustomed to deliver their goods in the American market, have the choice of confining their output exclusively to an importer who acts as agent for the whole or some section of this country; or, they may sell to various jobbers covering different districts. These may purchase certain patterns from several potteries, both home and foreign, perhaps securing exclusive control of each patterns within the certain states

to which they confine their activities. In some cases the foreign potteries sell direct to the individual buyers for one or more stores who visit them annually, but generally upon the understanding that the dinnerware design or line of fancy goods will be restricted to that store in the city in which it operates.

Each mode of marketing the goods from the time it leaves the pottery until it reaches the ultimate consumer creates a variety of intricate business transactions necessitating a separate treatise to explain each branch of them. Thus, one class of pottery importers carries in warehouses here heavy stocks of their goods, which are continually replenished in order to supply matching orders, whether little or big, as their customers' needs may require. Another class of importer takes crate orders only from customers to be forwarded to the pottery abroad for making up. A description of their differing practices is outside the scope of this treatise, which has now come to the end of what it started to explain.

Transportation and Business

Word comes from Chicago, where the American Railway Association has been in session, that the leading transportation executives in the country are counting definitely upon a large volume of traffic throughout this year, and presumably more or less permanently in the future, and are making their plans accordingly, according to an editorial in the *New York Journal of Commerce*. Improvements and additions to equipment and the like are being arranged for in the expectation that everything that can be done to place the transportation industry in a position to afford adequate service to an active business community will prove well worth the trouble and expense involved. No careful observer of the trend of the times will doubt that this policy is clearly indicated at the present time.

It may be true, as has recently been estimated, that the actual volume of traffic as measured in ton miles has been somewhat smaller this year than last despite great car loadings. Industry and trade may not be as active during the remainder of this year as many had hoped they would be. It is within the bounds of possibility that some curtailment of business from current rates of activity may take place in the months that are immediately ahead. But assuming all these things to be true, and certainly nothing worse than that is in prospect, it still remains highly probable that the railroads of this country can reasonably count upon a very fair volume of traffic as a pretty regular thing for a good while to come, indeed so far as can now be foreseen, practically indefinitely.

Nothing has been more clearly revealed by the experience of the past few years than the fact that we as a nation have of late grown so much faster than our system of transportation that, generally speaking, there is hardly such a thing as a prolonged period of real depression in the railroad industry so far as the amount of business offered our carriers is concerned. General business conditions in this country have varied a good deal within the past few years, so much so in fact that we have been said to be suffering from industrial depression at times and

at others to be forging ahead at exceptional rates of speed. Yet at no time in this period have the railroads been very seriously short of business, and for much the greater part of the time they have been kept at least normally busy.

A great deal has been accomplished within the past year or two in increasing the efficiency and the effectiveness of most of our railroad companies. Equipment has been increased and improved. Without the slightest doubt our transportation industry is today in a position to carry a much larger volume of freight and passengers than ever before without friction, delay and congestion. Yet so steady has been our growth in population and in industrial capacity that it may well be doubted whether the margin of safety in our transportation industry is much more than sufficient to carry us through a period of moderately large activity in business without deterioration in service. It is fairly certain that a "boom" such as a good many have been predicting and hoping for would place a heavy strain upon our railroad industry even in its greatly improved and enlarged status.

From all this it will be seen at once that railroad executives are merely pursuing a careful and conservative policy in looking forward to a volume of traffic of large dimensions and in making their plans well in advance for caring for the needs of the business community.

Did You Ever Stop to Think

That in some sections a lot of people seem to try to run legitimate business into the grave.

That radical legislation that does not recognize honest business is put over.

That they are hanging their fangs into business in a way that is causing much trouble and cutting down both employment and development.

That if more thought and consideration is not given business, many honest concerns will be thrown upon the shoals of disaster.

That business cannot go ahead when it is being constantly goaded by men who seek to destroy all legitimate business.

That business must be given the consideration it deserves.

That every means should be used to help business.

That better business means better payrolls.

Better business means prosperity and contentment.

That business is usually as good with a business concern as the men back of it make it.

That advertising is mighty good sales insurance. Use plenty of it.

That quality and service holds customers, but it takes advertising to get many new ones.

That a lot of business concerns try to kid themselves into believing that they do not need advertising to secure business.

That a lot of these fellows are running loose; somebody should wise them up. If they don't, they will wind themselves up sooner or later, and it's usually sooner.

About Economy

BY E. MEREDITH TERRY

WHEN a man suddenly begins to economize we may depend upon it he is in a bad way. Either he feels he has made a fool of himself, or that he is going to, if he does not look out.

Most men begin to economize when it is too late, and the result is often a further exemplification of the old adage about "spoiling a ship for a ha-porth of tar." Many a firm has been ruined in endeavoring to avert disaster by misplaced economy.

To be profitable, economy must be practised all the time; not introduced in jerks, or by fits and starts, as the saving goes, "When beginning the loaf is the time for saving."

Economy is only another word for management, good management. It is a science of exact quantities, an orderly and methodical arrangement by which all parts are adapted to secure the maximum of good result by the minimum of outlay. It is a method which avoids waste and extravagance; the art of making the most out of everything and applying the money so made to the best advantage.

Economy must never be pushed to the verge of parsimony. There is no need for such a thing. The truly economical man can afford to be liberal; and the firm which manages its business with prudence and economy will always be able to pay its employees well, provide them with proper tools and materials for their work, and give them comfortable surroundings. Where real economy is practised there is no occasion for bullying and driving workmen, for starving them in tools and supplies, nor for working them long hours; and the result is the creation of a higher status of character among them.

Economy in its best sense means the saving of waste and the avoidance of unnecessary expense whether in the management of the nation, the warehouse, the store, the workshop, or the home.

It is too often the case, however, that a man who tardily takes steps to economize because of diminished profits, or because of heavy losses, starts at the wrong end. Faithful and skilful workmen of long experience are discharged, or allowed to leave, for the sake of saving a few dollars in wages, although far more is often lost afterwards through the bad work and mistakes of the inexperienced boys, or "ne'er do well" men, who take the places of the old hands.

Then the materials' bill is overhauled; but in the case of many businesses attempts are made to get a cent or two per foot, or per yard, or per pound, reduction on things used, resulting in spoilt work and waste materials, more than out-balancing the difference in price between good and poor stuff. Far more might have been saved by overhauling the scrap heap to see if the stuff was being cut to advantage or whether excessive margin was being allowed for trimming. It is the same with many other things. In a certain business, with which I am acquainted,

the dealer is pressed down to the last cent profit per ounce for a certain article, and yet the waste of it in many businesses is most serious. In the matter of gas and electric light, too, the waste is enormous, even in well-managed business houses.

Another wrong way of economizing is in the reduction of office expenses, leading too often to mistakes in charging, delays in delivery, and often loss of customers. "Firing" the salesman is a favorite way of economizing with the result that he carries off perhaps half the business to a rival firm. Not less foolish is cutting down advertising expenses, especially in any firm where advertising has been the making of the business. If you leave off advertising you will soon be forgotten. You deserve to be.

The essence of true economy has been well summed up in a few words, "The principal thing in matters of economy is to cut off all superfluous expenses, but true husbandry doth lie in expending the same money to more advantage than another."

A New Metal Plating

Dr. Colin G. Fink, head of the Division of Electro-Chemistry, Columbia University, who developed the electrolytic method by which rare ancient bronzes, corroded beyond recognition, are now being restored to their original form, has, with the help of his assistants and the research engineers of the Chemical Treatment Company, perfected commercially a process for chromium plating.

The commercial development of chromium plating offers an opportunity for industry as a whole to utilize the invaluable properties of metallic chromium in a thousand different ways than heretofore have not been possible.

The use of small percentages of chromium to produce stainless or rustless steel alloys and extremely hard chrome steels is well known. The advantages of using chromium as a metal sheath or coating on other metals as a protection against heat and corrosion, and to greatly increase surface wearing qualities, have long been apparent.

In appearance, a chromium plated surface may be dull grey or have a silver lustre, or have a polish much more brilliant than nickel with practically the same reflecting power as a high-grade mirror. As the surface will not tarnish or corrode, no polishing is ever required and it will outlast indefinitely all similar surfaces.

The first factory for the production of chromium plate has been in operation for several months and thousands of steel, iron, brass and copper articles have been produced for commercial use.

Crodon, the trade name under which chromium plate is being produced, has been developed by Dr. Fink for the Chemical Treatment Company, Inc., 26 Broadway, New York City, and is but one of the products in the chemical and metallurgical field which that company has perfected or is developing.

It is claimed that Crodon will in thousands of cases, afford the manufacturer an opportunity to discard the high-priced alloys which are so difficult to machine and permit him to fabricate his product of more easily worked metals, and in many cases to change from steel to brass or to copper, and still secure the necessary non-corrosive, hard and attractive surface qualities by applying a Crodon surface coating.

Although a brilliant, lustrous or mat finish, having a silvery appearance, is now little used in building hardware except for bathroom fittings, it is expected that chromium plate will have a wide use in this field because there can be no damage to woodwork or paint from injurious compounds which are no longer needed.

It is outlined that chromium plate will result in a very large maintenance saving as no time is required for polishing, except for wiping off such dust as may collect. The manufacturers state that in public places, where wear is excessive, the long life of chromium plate will greatly reduce the cost of replacement. The various silver-like finishes which can be scoured with Crodon give it a very attractive appearance against a mahogany, cream or white background.

A table spoon, plated with Crodon, was placed in a glass about one-quarter full of milk at the time one of the engineers closed his ocean front summer home last fall. This spoon remained in the glass for seven months and when the house was reopened for the present season, it was found that although the gas-stove in the same room was very badly rusted, that the aluminum and bronze paint on the fire irons had not protected the iron from rust and that the salt air had corroded copper and brass articles, the chromium plated spoon had not lost any of its brilliance and that portion exposed to the corrosive effect of the lactic acid in the milk was entirely unaffected. The metal house numbers, plated with Crodon and tacked on the front steps about 100 feet from the ocean, were unaffected by the salt atmosphere over the same period of time.

The rapid discoloration of silver when brought into contact with food such as eggs, onions, lemon juice, etc., often resulting in deep black stains so difficult to remove, is entirely foreign to Crodon plate.

The Chemical Treatment Company, to which the patents pending have been assigned, plans to continue the production of Crodon by enlarging its present plant capacity and erecting additional plants at central locations. At a later date, the company may be willing to license the process to manufacturers who will need chrome plating in quantities. Dr. Fink and his associates have very carefully studied the numerous variables which have heretofore made commercial chrome plating impossible. These variables have now been brought under perfect control and industry can prepare to reap the full benefits of the invaluable characteristics of this remarkable metal, chromium—so exceptionally resistant to wear, corrosion and high temperature.

Sink and Stove Boost Kitchenware Sales

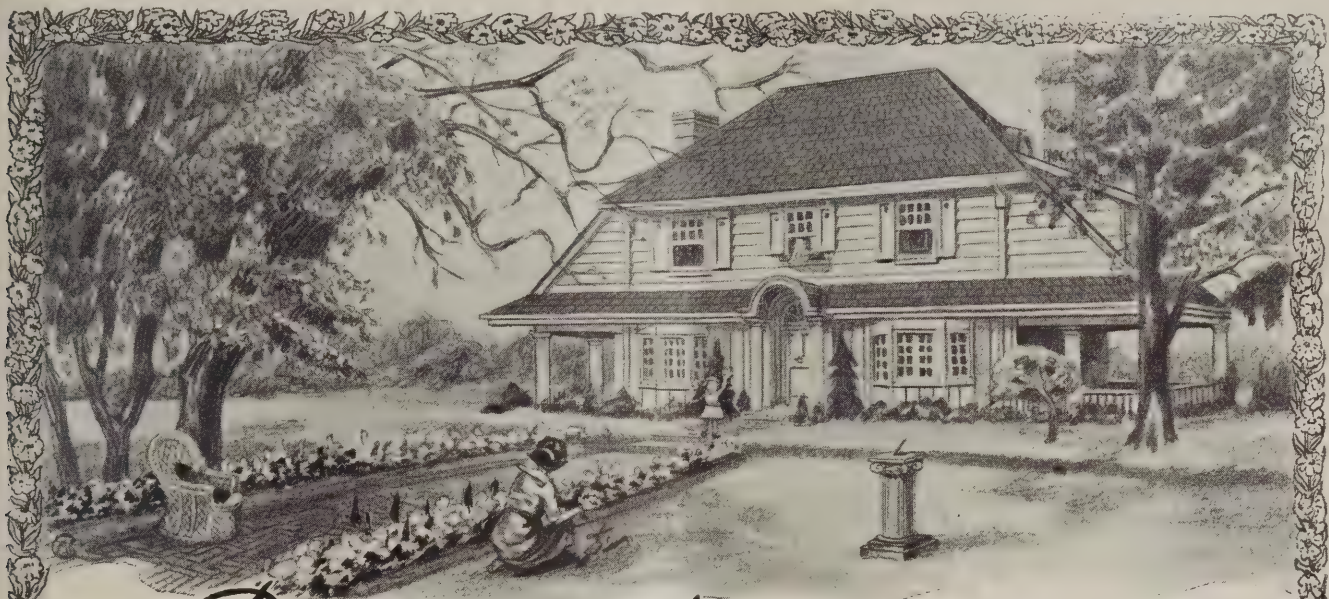
A sink and a stove are essentials in every kitchen. Maxwell's Hardware store in Oakland, Cal., believes they have just as important a place in every housewares department. In this store where a sink with hot and cold water and a two burner gas plate have been given a small but bright corner in the department, they are counted as a part of the regular fixtures, not only for special demonstrations but for speeding up sales as well as selling through service every day. For instance:

Maxwell's sells many more aluminum frying pans than most stores of the same size. That is because the gas plate enables the saleswoman to show the customer just exactly the amount of heat to use to secure the best results. "The aluminum frying pan has never had the popularity it deserves because the housewife hasn't been taught to use it properly," explained C. C. Dill, department manager. "She doesn't know, as a rule, that aluminum retains heat so she turns up the flame just as high as she does with an ordinary iron skillet. The result is that the pan gets too hot and loses its shape. We show the purchaser not only how to save gas through the use of aluminum, but explain how to put it back in shape again in the event that the pan does get too hot accidentally. No aluminum frying pan is sold without a demonstration."

The sink, with its convenient drainboard, serves as a work table for the demonstration of countless little home helps that the customer likes to see demonstrated in surroundings like those of her own kitchen. These include can openers, egg beaters, patent mixing spoons, sink stoppers, dish drainers, faucet strainers, dish washing brushes, jelly bags, and cream siphons.

Maxwell's believes too in frequent special demonstrations. These pay big returns and the stove and sink, permanently installed make it possible to hold them with comparatively little expense. Slow moving merchandise, Mr. Dill has found, often doesn't sell because women do not know how to use it or may never even have heard of it. That was demonstrated not long ago with a box of little Swedish cookie machines that had been in stock for a long time. So a good old fashioned Scandinavian cook was brought into the kitchenware department to show Oakland women how to work the little device used so effectively by the famous pastry makers of the Northland. Very few American women had ever seen these cookie machine before but they were all delighted with the ease with which complicated looking little cakes and pastry decorations were evolved. The result was that a whole gross of machines was sold within a week. And pleased purchasers, showing their friends the attractive eatables they are concocting with the aid of the little device, have helped Maxwell's keep up a high percentage of sales since.

It is much more satisfactory to explain before the goods are sent home than after they are brought back is the department's policy, summed up. For that reason whenever there is a chance that the customer may not find the merchandise satisfactory because she does not understand its construction or operation, saleswomen try to answer ques-



Distinctive Dinner Ware



HOMER LAUGHLIN
MADE IN U.S.A.

Colonial Homes Series

MAY FLOWERS

DECORATION NO. K-3315-M

"Just a splendid rose border"

Brilliant dark blue banded edge with full border of beautiful shaded white roses and floral ornaments between gold edge lines. All handles with burnished gold treatment.

Distributors for California and Oregon
PACIFIC HOUSEWARES CO.
650 Fifth St., San Francisco



HOMER LAUGHLIN CHINA COMPANY
Newell, West Virginia East Liverpool, Ohio

tions and adjust complaints before they are made. As an example: whenever a piece of oven glass is being sold the salesperson always calls the customer's attention to the little seam in the ware and explains that it is made in the process of molding and is not a defect. "Otherwise the chances are that a disgruntled purchaser and the oven glass will return together for in four out of five sales the buyer thinks that the seam is a defect when she gets her oven ware home and inspects it," said Mr. Dill. "Such a complaint means not only a loss of good will but a loss of time in re-selling the merchandise. We find the extra few minutes that it takes to make the sale is time very well invested."

1924 Record Year in Some Exports

For a good many commodities the year 1924 was a record year in the export trade of the United States, according to analysis of *Our World Trade in 1924*, published by the foreign commerce department of the Chamber of Commerce of the United States. More crude and refined petroleum was shipped out of this country last year than ever before—4,662,000,000 gallons—topping the previous high-water mark of 1923 by 17 per cent. The value, \$418,482,000, was high—being exceeded only by the inflated values of 1920. Exports of gasoline and naphtha in 1924 totaled 1,189,000,000 gallons, or 41 per cent. larger than the old 1923 record. The value was not as large as the 1920 figure. Gas and fuel oil exports were also well above the billion-gallon mark, reaching 1,438,000,000 gallons, or 17 per cent. above the previous record, set in 1923. The value was topped in both 1918 and 1920. Kerosene exports amounting to 912,829,000 gallons were the greatest since 1919. The amount of lubricating oil exported last year 379,948,000 gallons, has been exceeded only once—in 1920. Exports of crude petroleum in 1924 totaled 742,135,000 gallons, or about 4 per cent. greater than the previous record shipments of 1923. The value, \$26,586,000, was exceeded only in 1920. The exports of paraffin wax, 382,820,000 pounds, have been topped only once, in 1915.

Machinery vehicles, and metals exports also shared in the high figures of 1924. A new record was set by the exports of agricultural machinery and implements, the total value in 1924, \$59,974,000, exceeding even the 1920 record, which was made during a period of exceptionally high prices. The greatest number of typewriters exported, 270,000, since quantity data became available in 1922, were shipped abroad last year. The abnormal values of both 1919 and 1920, however, were higher than the 1924 figure. The exports of adding and calculating machines, totaling 24,993 machines, valued at \$5,965,000, have been surpassed only twice, in 1919 and 1920. The greatest number of automobiles ever exported in one year, 178,883, were sent abroad in 1924. The quantity topped the previous record of 171,644, made in 1920, though the 1924 value, \$131,923,000, was considerably smaller. The 97,447 tons of iron and steel scraps exported in 1924, as well as the value, \$1,528,000, were exceeded only in 1920. The value of cutlery exports,

\$9,259,000, has been surpassed twice only—in 1919 and 1920. Seven years ago, in 1917, refined copper exports topped the billion-pound mark. Again in 1924 was this mark passed, with a total of 1,009,000,000 pounds. The value, \$138,298,000, was the largest since 1918.

Logs and timber exports in 1924, 868,000,000 board feet, valued at \$27,500,000, were far greater in both quantity and value than those of any other year since quantity statistics became available in 1912. The volume of lumber (boards, planks and scantlings) exported last year, nearly 2,000,000,000 board feet, was surpassed only in three years, 1911, 1912 and 1913.

Record shipments of a number of foodstuffs were also recorded in 1924. More apples were sent abroad in 1924 than ever before—6,719,000 boxes and 1,881,000 barrels. Their value was \$24,287,000, also a new mark. Record exports were noted in oranges—2,564,000 boxes, valued at \$8,685,000—new high marks in both quantity and value. Dried prunes also set a quantity record of 220,912,000 pounds that was nearly double the previous record exports made in 1921. The value of these shipments totaled \$13,218,000, about \$2,500,000 lower than the 1919 record value. The 39,967,000 pounds of sausage casings exported last year were exceeded 13 years ago, in 1911.

During 1924 shipments of exposed motion picture films totaled 178,000,000 linear feet, valued at \$7,502,000, a new record in quantity, but lower in value than in 1920.

Several principal exports, while not making records, reached high marks in 1924. Such as wheat, barley, canned milk, fish, oilcake and oilcake meal, raw cotton, leaf tobacco and sulphur. The value of raw cotton exports, \$951,000,000, was surpassed only by the inflated values of 1919 and 1920.

Brazilian Manufactures

Establishments Brazilian producing foodstuffs are largest in number, followed by those manufacturing clothing, etc., by the ceramic industry, woodworking and furniture factories, and textile mills. The classification of the industrial establishments in 1920 into their principal groups follows:

	Number of factories
Foodstuffs.....	3,969
Clothing, etc.....	1,988
Ceramics.....	1,590
Textile (general).....	1,211
Wood.....	1,207
Chemical products.....	950
Furniture.....	548
Cars and vehicles.....	535
Metallurgy.....	509
Leather and allied trades.....	424
Building industry.....	331
Industries relative to sciences, arts, and letters.....	47
Production and transmission of power.....	29
Total.....	13,338

The textile firms have the greatest capital, 706,415,000 milreis, followed by food products, chemical products, clothing, and timber.

It is all very well having a ready-made rich man, but it may happen he'll be a ready-made fool.



CAUGHT IN THE NEWS NET

THE manager of the china, glass and lamp departments of Gimbel Bros., Lee Schoenthal, who arrived in San Francisco a few days ago from Japan, is expected in New York on Friday, after a several months' trip to the Orient and European countries in quest of new wares for his departments.

Charles Vogt, of Vogt & Dose, importers, sailed last Saturday for France to be gone for the rest of the summer. Mr. Vogt will spend much of his time at their factory at Limoges getting out new samples for fall. He will also visit other factories represented by his firm here. His wife and children accompanied him on the trip.

S. H. Slobodkin successor to the late H. Benedikt, New York representative for the Canonsburg Pottery Co. and the W. S. George Pottery Co., leaves New York this (Thursday) evening on a visit to the factories.

William O. Kahn, sales manager of Factory F of the United States Glass Co., Pittsburgh, Pa., is making a ten-days trip through the East. He arrived in New York Monday from Philadelphia and plans to go on to Boston.

B. C. Sammis, office manager for Phillips, Thistle & Smith, Inc., New York, with Mrs. Sammis, spent the week-end in his home town, Bridgeport, visiting his family. On Saturday he officiated as best man at the wedding of an old school friend.

Rene F. Dunne, salesman for E. Torlotting, Inc., returned to New York Monday from a Western trip. He started out immediately for a flying visit to Philadelphia.

The Ludlow Mercantile Corp., is a recent New York incorporation, to deal in crockery; 250 shares, \$100; 500 common, no par. Those interested are S. T. Tyng, C. MacGregor.

Kenneth P. Lockett, Boston, manufacturers representative returned to Boston Wednesday after a visit of 10 days in New York.

Percy N. Leyland, well known New York importer of English lines sailed Saturday on the S. S. *Caronia* to visit the factories which he represents in this country. Harry Leyland, his son, is expected in off the road this week.

The many friends of George B. Jones, American manager for Johnson Bros. will be glad to learn that he is steadily regaining his health, after a considerable period

of indisposition. He visits the office in New York every Tuesday and Friday.

Stanley Gray, with the Powers Mercantile Co., Minneapolis, Minn., visited the New York market this week.

Alfred G. Moment, New York representative of La Porcelaine Limousine, will sail on Saturday for France on the S.S. *New Amsterdam*. He will be gone about six weeks, during which time he will be working on new ideas for fall lines.

W. A. Pendrell, and Arthur Renz, representatives for Herman C. Kupper, Inc., New York, returned from their trips Friday of last week. Mr. Pendrell coming from the Middle West and Mr. Renz from Canada.

George J. Higginson, with Johnson Bros., New York importers, returned Saturday, May 16, from New England. He sails this Saturday on the S.S. *Scythia* on a visit to the home office in England to work on the new fall lines.

Miss Melita Moment, with Alfred G. Moment, New York, has been kept at home this week, due to the illness of her mother, who has been seriously ill for some time.

Miss Elizabeth Hodgins of Hodgins, Inc., Buffalo, N. Y., plans to sail for Europe about June 20th.

The New England Crockery Co., has moved from their old store at 24 main St., New London, Conn., to 88 State St., where they have quarters which are larger and more convenient than those they formerly occupied.

A cable was received last week at the office of Josiah Wedgwood & Sons of America, Inc., that Kennard L. Wedgwood had arrived safely in England.

George Fehn and Chris Hauser, representatives for Paul A. Straub & Co., returned to New York last week from the middle West and West, respectively.

Peck Star of Golf Tournament

The opening tournament of the season of the trade golf association, held last Wednesday, May 13, brought out twenty-two players who found the course at the Scarsdale Golf Club, Hartsdale, N. Y., quite as interesting as ever. This has always been one of the favored courses with the organization, which is made doubly enjoyable by the presence of Eugene H. Peck as host.

In seeing that his guests have a good time, Mr. Peck is quite the perfect host, but when it comes to allowing them to get away with the prizes as well, it's another matter. He stepped to the front last Wednesday as winner of the first prize with a score of 172. The runner up was G. Nakayama, who followed closely on his heels with a total of 173. G. Nakayama and J. Killackey were tied for the best selected score with a total of 82.

Wm. S. Pitcairn, one of the trade's celebrities of the links, confined himself to eighteen holes in the morning, as did also L. S. Hinman, J. McIntosh and Ira Clarke.

Mr. Clarke, the genial secretary and general manager of the New Martinsville Glass Mfg. Co., who came all the way from New Martinsville, W. Va., to be present at the game, was warmly welcomed by the organization.

The scores were as follows:

		Gross. Handi- Net.			Selected.		
		cap.					
E. H. Peck...	A. M. 92						
	P. M. 94	186	14	172	89	4	85
G. Nakayama ..	A. M. 96						
	P. M. 97	193	20	173	87	5	82
J. Killackey ...	A. M. 93						
	P. M. 86	179	—	179	82	—	82
H. K. Satow...	A. M. 98						
	P. M. 97	195	16	179	87	4	83
Quigley	A. M. 121						
	P. M. 115	236	60	176	107	10	97
J. J. Hines....	A. M. 111						
	P. M. 113	224	44	180	100	11	89
C. A. Dodson..	A. M. 96						
	P. M. 93	189	8	181	86	2	84
H. S. Whiting.	A. M. 111						
	P. M. 102	213	30	183	95	7	88
E. Warrin	A. M. 98						
	P. M. 102	200	16	184	94	4	90
Cameron	A. M. 115						
	P. M. 112	227	40	187	100	10	90
L. S. Owen....	A. M. 96						
	P. M. 100	196	8	188	86	2	84
H. T. Owens...	A. M. 106						
	P. M. 109	215	26	189	99	7	92
H. C. Kupper..	A. M. 124						
	P. M. 123	247	50	197	109	13	96
A. E. Hinch...	A. M. 117						
	P. M. 112	229	—	—	106	—	—
G. L. Lobsitz..	A. M. 134						
	P. M. 138	272	60	212	113	15	98
Dunham	A. M. 100						
	P. M. 98	198	—	—	—	—	—
F. R. Clarke...	A. M. 105						
	P. M. 103	208	—	—	—	—	—
R. Felix	A. M. 117						
	P. M. 130	247	40	207	113	10	103
W. S. Pitcairn.	A. M. 92						
	A. M. 116	116	14	102	—	—	—
L. S. Hinman..	A. M. 132						
	A. M. 130	132	30	102	—	—	—
J. McIntosh...	A. M. 133						
	P. M. 133	133	16	117	—	—	—

National Gets Lipman-Wolfe Store

Negotiations which have been in progress for two months between the National Department Stores, Inc., New York and the Lipman-Wolfe Co., were brought to a successful conclusion last week, when final papers were signed for the transfer of the assets of the latter, which operates a long-established department store in Portland, Ore. The new owners will take possession on May 27. Aaron Holtz will be President of Lipman-Wolfe Company, under the new ownership, and will also become an official of the National Department Stores, Inc. He will assume the active management of the store and his connection with the parent company will require his presence in the Eastern field three months of each year.

Adolph Wolfe, Harold Wendell and Merriman Holtz will continue with the store, while W. F. and T. N. Lipman will retire. The National Department Stores, Inc., of which L. A. Behr of Pittsburgh, is Chairman, and Victor W. Sincere of Cleveland is President, operates fourteen stores in the East. The Lipman-Wolfe Store is the first to be acquired in the Pacific Coast territory. In announcing the addition the National's officials authorized the following statement:

"The combined stores have a volume of \$76,000,000 annually and a purchasing power far in excess of any concern or group in the Northwest. Its ramifications are world-wide, buying offices being maintained in every merchandizing centre in America and Europe."

United States Chamber of Commerce Holds 13th Annual Meeting

Some of the most pressing economic problems which are today calling for attention on the part of both Government and business will come before the thirteenth annual meeting of the Chamber of Commerce of the United States at the formal sessions which began Wednesday, May 20.

In its program covering the meeting the organization states that the main subjects selected for these general sessions includes the European situation, American conditions, commercial treaty policy, the merchant marine, the Federal Trade Commission, Congress and the American public and agriculture.

The European situation is to be presented with special reference to the interest which it holds for the American business man, it is asserted.

Foreign commerce is to be discussed at a luncheon meeting beginning at 1 o'clock Thursday, May 21, in the new building of the organization, with Willis H. Booth, vice-president of the Guaranty, chairman, and C. D. Snow, manager, Trust Co., New York, honorary of the foreign commerce department of the National Chamber, secretary.

The topic, "Competition in Foreign Trade," will be taken up by a number of prominent men following introductory remarks by Mr. Booth. "Competition in Europe and the Near East" will be taken up by Francois de St. Phalle, vice-president of the Baldwin Locomotive Works, and "Competition in the Far East and Australia," by George E. Anderson, former United States Consul General. Competition in Latin-America will also be considered.

A thorough discussion of conditions at home with possible trends will be presented by a number of prominent men. Secretary of Commerce Hoover will be the principal speaker at the general session in the Washington Auditorium, Thursday evening.

"Congress and the American People" will be the subject of an address by Samuel E. Winslow, former chairman of the House Committee on Interstate and Foreign Commerce.

Matters dealing with finance were taken up by a group



The
**Utility
Jug**

One of the year's selling wonders

The quaint shape and beauty of the Utility Jug is reason enough for most women to want it as soon as they see it.

Add to this the fact that its 10 distinctive features make it the greatest improvement ever made on the jug or pitcher. Among other things it is absolutely dripless and spill-proof.

The result—women actually exclaim in wonder over the Utility Jug—and buy it.

The space the Utility Jug occupies is a golden spot on your shelves. Put your order in now!

A. J. FONDEVILLE & CO., 24 W. 23rd St., New York

F O N D E V I L L E W A R E S

meeting on Wednesday presided over by Fred I. Kent, vice-president of the Bankers' Trust Company, of New York. The topic for consideration was "Ten Years of the Federal Reserve System—Important Developments in Banking and Credit During the Past Ten Years, with Special Reference to Requirements of Business." It was discussed from the viewpoint of the banker, the business man, the Reserve Board governor and the Federal Reserve agent.

William Butterworth, president of Deere & Co., Moline, Ill., acted as chairman of the committee on manufacture. Vice-President W. C. Dickerman, of the American Car & Foundry Company of New York, discussed "Incentives for Individual Production," while L. A. Hartwell, director of education, National Founders' Association, later will talk on employe training.

Civic development and natural resources production have their places on the program. A group meeting on "Domestic Distribution" will be presided over by Theodore F. Whitmarsh, president of Francis H. Leggett & Co., New York. He will talk on "The National Distribution Conference and Its Results to Date."

Former Secretary of Agriculture E. T. Meredith, will discuss "Misinformation as a Basis for Estimates on Marketing Expenditures" and former Congressman Sydney Anderson will talk on "New Aspects of Distribution Costs."

The Federal Trade Commission recently has changed its methods of procedure, a change which it is hoped will

make this governmental agency of great aid and assistance to business, the chamber points out. This subject, it says, will be gone into thoroughly as one of the leading features of the meeting. The annual address of President Richard F. Grant, of the chamber, will be followed by a speech on the work of the commission to be delivered by Commissioner W. E. Humphrey.

President S. A. Smith, of the National Fire Insurance Co., Hartford, will preside at the insurance group meeting and will discuss "Insurance Service During 1924." Responsibilities of policyholders will be discussed from the standpoint of life insurance and health conservation, by Insurance Commissioner James A. Bena, of New York, "Casualty Insurance and Accident Prevention," by Insurance Commissioner George Wells, Jr., St. Paul, Minn., and "Fire Insurance and Fire Prevention," by Insurance Commissioner Stacey Wade, of Raleigh, N. C. Adjustment of marine insurance losses will be considered in an open meeting.

Admiral Leigh C. Palmer will discuss the problems of the shipping business of the Federal Government and Secretary Jardine will deliver an address on agriculture.

The new building of the organization was to be formally dedicated Wednesday evening, the invocation being delivered by the Rev. Thomas Gaylor, bishop of Tennessee and addresses were delivered by President Grant of the national chamber, former President Harry A. Wheeler, former Secretary of Commerce and Labor, Charles Nagel and Chief Justice William Howard Taft of the Supreme Court.



*A jolly young salesman bold
Was Bill Jones, so I've been told
But he couldn't tell why
Some folks passed him by
With an air quite frigid and cold.*

*Some folks with little to do
With customers only a few
Of time they had ample
To look at each sample
But told him "I've no time for you."*

*Nothing was wrong with Bills' line
Each sample he had was fine
Can any one say
Why they turned him away
With no interest at all—not a sign?*

Ernest H. Bennett.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



MANY retail dealers are reporting considerable activity in the demand for glassware, both heavy cut merchandise, colored glass and blown stemware. In fact some of the dealers declare the activity in the demand for stemware is exceptionally good. This situation is reflected at the factories making these lines, and where it is said new business for these lines is in very active receipt for this season of the year. The flint glass factories in the Western Pennsylvania, Ohio and West Virginia territory are operating on rather good schedules, and demand for the general line appears to be holding up very well. Staples are in nominal demand, but colored glassware and the decorated line of novelties are holding up far better than during the corresponding period last year. In the lighting glass division, trade is seasonable, some particular lines being in good request while others are just in moderate movement. The blown glass line, both in stemware and flat bottom goods is selling well, and practically all factories featuring these items are in receipt of good business.

According to the views of J. M. Saville, manager and buyer of dinnerware, glass and housefurnishings for Zion's Co-Operative Mercantile Institution, Salt Lake City, Utah, so far this year business has been very slow, particularly in these lines mentioned. "In fact all lines of merchandise seem slow, and for just what reason I cannot answer," Mr. Saville said. He continued: "I would very much appreciate if someone could tell me why business in general is so quiet, although the prospects for the year in many ways are far ahead of the first four months of 1924. Last year the severe drouth worked a hardship on the city as well as on the farming communities, and in some places it will mean that the farmers must harvest another good year's crop for them to even get on their feet. Our water prospects are better than last year, but not as good as two months ago. We had plenty of snow, but it did not pack, as in other winters. There was a severe freeze in early March and the season being a month ahead of normal in a number of sections, the fruit crop was frozen. New building permits taken out are gratifying. We are hoping and feel, however, that the year will eventually wind up better than 1924."

President Harrison McNash of the Hazel-Atlas Glass Co., and J. C. Brady, chairman of the board of directors of this corporation, with headquarters in Wheeling, W. Va., have completed an inspection of their two plants at Washington, Pa.; Clarksburg, Grafton, W. Va.; and Great Cacapon, Md. The head officers were accompanied by members of the board and other operating officials of the company during this trip, which was made in a special Pullman, out of Wheeling.

The original model for the celebrated Dolphin candlestick, an item which was manufactured for many years by the Sandwich Glass Co., of Sandwich, Mass., has been acquired by the Heisey Glass Co., Newark, O. It may follow that the company will again place this old time popular item on the market.

The manufacturing of a new type of electric lamp is being featured by the Dualite Electric Lamp Corporation, St. Marys, Pa. The company controls patents covering two separate filaments in the same glass bulb, a small brass cap calling the second into service when the first filament has been burned out or broken.

Removal of the plant of the Bartlett-Collins Glass Co., from Sapulpa, Okla., to another location is now being given serious consideration by the officers of that corporation, it is reported. The company operated at Sapulpa, during the last nine years, and it may follow that Tulsa, Okla., will be selected as the location for their new plant. It is proposed to have a larger capacity in the new factory than is now possible at Sapulpa.

Increased production is proposed at the plant of the Carr-Lowrey Glass Co., Baltimore, Md., which is active in the container field. It is also proposed by the company to improve its factory, so that the use of producer gas will be permitted.

Construction of the new plant for the Co-Operative Glass Co., Corydon, Ind., is now under way. The former plant of this company at North Vernon, Ind., was recently destroyed by fire, and the company immediately sought a new location. The company will continue the manufacturing of lamp chimneys.

The lull in the demand for heavy cut glass which dealers experienced for some years seems to be on the wane, according to manufacturers of this line, and as a result a revival of the line seems to be at hand. During the last few years the tendency of buyers has been toward the blown and stemware lines.

On account of the increased demand for its line, the Opal Glass Co., Nutley, N. J., has increased its working force, by adding several shops.

Operations have been resumed at the plant of the Thatcher Glass Co., Dunkirk, N. Y., which factory has been idle since January 27th. The company is active in the production of containers.

(Continued on page 30)



WHAT THE POTTERIES ARE DOING



MORE or less apathy prevails in the generalware pottery industry at this time, although at times orders are in a little more receipt. Production in the plants in the East Liverpool district has been maintained on a schedule that has prevailed for several weeks, but effective this week several plants have placed a five-day week schedule in operation. Work is to be suspended on Saturday in these particular shops. Reports received from some parts of the country indicate that the better grades of American dinnerware are in best request at retail and that the demand for border patterns predominate. There is a fair movement in dinner sets, some of the smaller plants featuring this item. White ware is in fair demand, especially with the jobbing interests, and more or less carlot business is being handled on this line. Taking the district as a whole, it is contended that production is on a basis varying from 65 to 75 per cent, some plants operating a little more active than others. Manufacturers, at least some of them, hold the view that a nominal production of ware will continue throughout the summer months, and that a rush demand for merchandise will be noticeable early next fall.

The 13-kiln plant of the Guernsey Earthenware Co., Cambridge, O., has been acquired by the Atlas China Co., Niles, O., as was previously announced in the CROCKERY AND GLASS JOURNAL. The deal for the purchase of this property was started soon after the Atlas plant at Niles was destroyed by fire. Purchase of the plant has been confirmed by A. O. C. Ahrendts. The Cambridge property will be under the management of George Arhndts now located at Niles, while the factory end will be under the supervision of Earl Tritt, for some years associated with the Atlas China Co., in a similar capacity. Mr. and Mrs. Tritt removed from Niles to Cambridge last week. It is the intent of the company to maintain its sales headquarters in Niles, and the Cambridge plant will be diverted from its former line to that of generalware. It is likely that for the present the same shape will be made at Cambridge as is used at Niles.

According to F. F. Brown of the Broadway Department Store, Los Angeles, the better grades of American dinnerware are in very good demand with them. "Business in general is very much improved over the fall of 1924," Mr. Brown declared. "The public are selecting the merchandise they want and paying the price, while six months ago they were selecting the price and trying to buy merchandise to match." The Broadway Department Store Co., has recently finished installing a new wall display case in their china, glassware and electric apparatus de-

partments for the purpose of enlarging their electrical appliance section. "Vacuum cleaners are quiet, washers fair and appliances in good demand," Mr. Brown said in referring to the housefurnishing goods department.

The new plant of the Steubenville (O.) Pottery Co., being erected on a large site midway between Steubenville and Toronto, overlooking the Ohio River will be a one story factory, which is the general rule with all new pottery plants. This new plant will cover a site 150 by 535 feet while the decorating department will cover a site 150 by 140 feet. Foundations for the new plant are under construction. The site is south of the Cleveland & Pittsburgh railroad and between the road and the banks of the Ohio river. The contract is being completed by the H. K. Ferguson Co., Cleveland.

Fire at the plant of the Wheatley Pottery Co., Cincinnati, O., caused a loss of approximately \$4,000. The fire was caused by crossed wires, and the heat caused the sprinkling system to let go. Over 12,000 pieces of ware in the warehouse were unharmed by either fire or water. The fire was confined to the green room.

The retail trade in the Scranton, Pa., district has been rather quiet since the beginning of the year, according to C. Pinkney Jones, president and general manager of the George V. Millar Co., and this is partly due to the fact that the anthracite mines have not been working full time, because of the lack of demand for this character of fuel. "As far as I can learn from other merchants," Mr. Jones went on to say, "the slack buying condition has been general. The feeling seems to prevail here that conditions will continue to be quiet throughout the summer. "Border patterns in dinnerware have been moving the best in our dinnerware department. We cannot complain about factory deliveries, as almost without exception all our sources of supply are making very prompt shipment."

Mr. Koll, buyer of china and glass for the May Co.'s store, Los Angeles, who has been spending several months in Europe on a buying mission, is expected to return to the States within the next few days, according to word received in the East Liverpool market.

Ross C. Purdy, secretary of the American Ceramic Society, has announced that the summer meeting of the Pacific Northwest Division of the A. C. S. will be held at Portland, Ore., opening June 20th. In this con-

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

J. H. Venon, Inc., Offers New Shapes and Designs in Rock Crystal

MANY attractive designs in rock crystal, table glassware from Kosta, Sweden, are to be found in the show rooms of J. H. Venon, Inc., 104 Fifth Avenue, New York. The shapes are graceful and the decorations rich and dainty in character, their exquisite cuttings standing out strongly against the sparkling clarity of the crystal. Too many and too varied in design are these lovely lines to make any attempt at giving a complete description. Three of the newest shapes consist of one pear shaped, one a flare model and one a straight bowl. One new cutting consists of a leafy spray in a running border in alternating scroll effect through which run two bands of line cutting. This is one of the very simple ones, but none the less, beautiful. There is one in vertical cuttings broken by circles here and there, with festoons of flowers and leaves draped between. The same short, vertical cutting has wreaths of leaves interspersed with flowers joined by festoons. There is a wonderful diversity of arrangement in the flower and leafy spray, festoons and wreaths, combined with straight line cutting. All are brilliant and lovely, some elaborate, others more simple. The table of the fastidious hostess will welcome these artistic creations. Colored Reijmyre in low shapes in complete table service come in green and amber, amber and blue and crystal bowl with either amber or blue colored stem and foot. They are to be had in three optics, wave, Georgian, and narrow twisted. In any combination of colors they are charming, with their low, squat shapes and delicately clear tints, which sparkle in the sunlight and add warmth to the dinner table or afternoon entertaining. The same may be had also in tall shapes, gracefully modeled. The narrow twisted optic comes combined with etching. There are tall shapes in the narrow twisted optic in crystal with slender colored stems and in a great variety. Lucky indeed is the bride who counts among her gifts any of these lovely wares in the gleaming crystal or equally beautiful tinted lines.

H. C. Fry Introducing New Glassware Assortments

Glassware for the summer table, for the afternoon and evening entertainment during the warm balmy, out-of-door weather, for the summer cottage, etc. is the thing today. Its daintiness and variety of gay colors makes its appeal to the hostess a very strong one. H. C. Fry Glass Co., Rochester, Pa. are making a variety of attractive glassware for table and other uses which are especially interesting. These are on display in the showrooms of the company's New York representative Frederick Skelton at 200 Fifth Ave.

One number, in what is called the Patrician assortment, consists of a twenty-four piece service set of fine lead glass made up in two colors golden glow and emerald green. Each assortment consists of half a dozen nine ounce optic goblets, half a dozen six ounce optic sherbets, half a dozen twelve ounce lemonades and half a dozen eight and one-half inch salad plates. These are priced attractively. Among the novelties made by this concern are some unique cigarette and cigar holders. There are four distinctive styles, in solid green and golden glow and in combinations of golden glow and crystal and green and crystal. There are in narrow shapes with tray, for ashes, round with tray for ashes and round to hold the cigars or cigarettes without any tray. They are designed to hold ten or twenty cigarettes and make an attractive item for use on the dinner table, or as prizes for afternoon of bridge parties. These numbers are well modeled and colors are clear and rich.

Paul A. Straub Importing Attractive New Dinnerware Patterns

The "Florida" design of Tirschenreuth dinnerware, pictured herewith, is one displayed by Paul A. Straub & Co., 105-107 Fifth Ave., New York. The band border has a pale blue ground, through which runs a white and gray design broken by medallions, showing a gaily hued pheasant-like bird, in blue, red and yellow perched on a spray of pink blossoms. The center decoration carries out the same motif as the medallion with the graceful bird, only larger, combined with more elaborate sprays of deep orange, blue and yellow blossoms in



Chinese effect and the same pink flowers used in the border. The whole effect is a charming combination of rich brilliant colors with softer shades in gracefully worked out pattern. Another design, the "Devon," has a band of diagonal lines in black edged with black dots and gold line broken here and there by hand filled pink roses and green leaves. These two designs are beautifully worked out, of a charm in both color and line which makes them appeal to the artistic housewife.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE third number of Jones, McDuffe & Stratton's house bulletin, *The Caravan* is just off the press and has some helpful suggestions to retailers in it. One suggests that crockery lists be made up and advertising featuring what can be bought for \$5 be utilized to move stock. Incidentally Jones, McDuffe & Stratton report a good business in their new "Nonik-Safedge" glass made by the Libbey people. A beaded edge prevents chipping. The roll on the outside of the glass prevents breakage because the glass, when falling, does not strike on the edge. Among their spring numbers a special sale of gold-encrusted plate-etched stemware with goblets, tall sherbets, table tumblers, small beverages, low sherbets, and iced tea glasses all selling at 89 cents has been going on at their retail stores since last Friday and has attracted generous purchases.

The stock of the John H. Mahoney Co., of Quincy, has been sold to the Raymond Syndicate of Boston and is now being disposed of in a special sale.

News has been received in local trade circles of the death recently of Marie D. Gilkey, wife of D. William Gilkey, for many years a familiar figure in Boston, as representative of the Lalance & Grosjean Manufacturing Co., of New York, for whom he traveled through New England.

George A. Granville, Boston representative of the A. H. Heisey Co., is showing a beautiful new line of green glassware called "moor-gleam" at his showrooms, 11 Summer St. The stem-ware has crystal bowls and green feet. It is a very bright glass, much richer and more sparkling than the average green glassware.

P. M. Phillips, New England representative for S. A. Weller Co., left for the West last week to be gone until August 1. He will spend his time at the factory.

Brown, Thomson & Co., Hartford, have recently placed big orders for early deliveries locally. A quickened retail market is reported. Embossed dishes are consistent sellers. The old gold-banded plates of five years ago are quite passé. Styles are felt even in crockery and glassware. From the sales end, perhaps, it is well that they are.

An interesting and not much known fact is that the Woolworth stores have been selling among other crockery patterns, cups and saucers with an old-fashioned Colonial picture on them. The color is violet on plain white. The scene shows a fountain and trees and has a French atmosphere. The pieces are unusually pretty and their tremendous sales locally prove that

taste is in evidence even among those of small purse. Many people of average means have purchased the ten-cent dishes for summer places.

Robert H. Allen, Boston representative of the CROCKERY AND GLASSWARE JOURNAL is in Europe for a month's tour through France and England. He expects to return to his duties with the trade about June 20.

The Patten Restaurant Co., a new Boston corporation, has been formed with \$50,000 capital. Incorporators are: William A. Doe, Watertown; Henry H. Larnard, Newton, and Arthur A. Patten, Melrose.

Burrows and Sanborn, of Lynn, have secured "Lib" Libby, formerly with Gilchrist's in Boston, to handle their china and crockery buying in the position recently resigned by "Young" Carroll.

Selling Psychology and Creation of Good Will

The intelligent merchandiser is not content merely to exchange goods for money. He seeks to create an intangible tie of mutual satisfaction and of eagerness to continue a beneficial and pleasant relationship.

Goods may be sold in a manner that leaves bitterness, resentment, and dissatisfaction in the heart of the customer. Buying in such cases is done under duress. Sooner or later the customer looks for another source of supply.

Of all the aids to selling good will is the greatest. It cannot be bought. It must be deserved. Failure to gain good will may be due to lack of knowledge. Either the seller does not know how to reach a responsive chord in the buyer, or the customer does not know that the seller is well disposed toward him.

American exporting manufacturers who have made successes in export have built up their business on an intelligent effort to create good will. These remarks are not addressed to them, but rather to beginners in foreign trade and to those who are not directly interested in export, but who, none the less, may unintentionally weaken our good will abroad.

In their export policy and in their actions they should make it clear that their goal is trade based on good will. They can well emphasize the service feature, which is a distinctively American achievement in merchandising.

We have carried the slogan "Truth in merchandising" and "Truth in advertising" practically through the entire domestic trade. These slogans have their place in our foreign trade as well. From a policy adhere to by a majority, these slogans must rise to the status of a universal American practice.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

BY BEATRICE MILLER WISNER

NEW YORK shops and department stores are featuring at modest prices noteworthy items which are seasonable and tempting in their attractiveness and practicability. The delicate beauty of Japanese shell lustre chinaware is attractively displayed at Vantines, "The House of the Orient." Tea sets of twenty-three pieces priced at \$7.50 for the set, showing the cups in lovely tan with a pearl lining, tan with a blue lining and blue with a tan lining, are excellent examples of this fine ware, so popular for tea service, or when dainty refreshments are to be served. As the season advances, Japanese egg-shell china tea sets are highly favorable for entertainments of a light nature.

Several alluring windows are shown by B. Altman & Co., in which lamps of exceeding beauty have a conspicuous place. Lovely bridge lamps of an unusual character, with handsome georgette tailored shades grace the sides of the windows. Metal bridge lamps with gold and colored effects, some with colored metal flowers entwined about the standards, and others with fanciful top ornaments are attractively placed about the windows. The shades harmonize to perfection with the entire decoration of the lamp standards which have marble bases. Beautiful combinations of orange colored georgette edged with ruchings of black and gold and others of same-tone add a pleasing and tasteful touch in trimming novelty to the dainty shades. The background of the windows are hangings of oriental rugs which also carry out the same colors employed in the shades. Other windows feature tables set with Colonial style china tea service, while table lantern torchiers and old brigg models bring a decorative and May-Flower aspect to these artistically set windows.

Ovington's, "The Gift House of Fifth Avenue," has struck a happy note in the seasonable and attractive display of glassware and tea service in the several windows featuring these wares. One of the windows is devoted to beautiful stemware of amber color, showing a table fully set with this handsome table service. The candelabra standing at either end of the table, hold blue candles which harmonize with the place plates, having blue borders and gold decorations. Another window shows a very attractive tea set with orange bands and large rose colored floral design. This window is attractively decorated with lamps, torchiers and colonial furniture which gives an added interest to the window dressing.

Lamps in a variety of models at reduced prices shown by Ludwig Baumann & Co., are interesting to lovers of luminators who wish to take advantage of these special inducements. The assemblage includes floor lamps, bridge lamps, walnut and mahogany lamps in combination with antique gold and metal lamps, plated gold, silver or bronze

by a new process. The georgette shades which are well adapted to the lamp bases, are combinations of lovely colors—taupe and rose, blue and rose, black and gold, mulberry and gold and putty and orange. The bridge and floor lamps range in price from \$22.50 to \$32.50, and some very modestly priced wrought iron lamps with parchment shades come at \$2.49 and \$4.46, according to style. The whole collection of lamps and shades are remarkably fine at the above scheduled figures.

Windows with a real springtime appeal displaying a well chosen assortment of china and glassware, are to be seen at R. H. Macy & Co., in which lovely tea sets and glass are artistically arranged. One window is devoted to English china tea sets with orange bands and fruit insert medallions for decorations, another window shows an old time style blue painted cabinet filled with blue lustre ware with orange linings, while another window shows several tables covered with yellow and rose damask table cloths on which beautiful yellow and iridescent tea sets with black handles are displayed. These are a most striking and enticing summer service assemblage. The window featuring glass ice tea sets is charming in its furnishings of willow furniture, with tables set with beautiful crackled and other refreshments sets resplendent in their coloring, and practical for advancing seasons.

Specially priced housewares including seasonable articles are being featured by H. C. F. Koch & Co., including thermic jugs at \$2.79, ice cream freezers at 98 cents, oak refrigerators, at from \$14.98 to \$165.00, screens at 39 cents and \$1.49, according to size, breakfast tables unfinished at \$8.98 with flare legs and drop leaves and wringers with 10-inch rubber rolls, at \$8.98, are all dependable household utilities at reduced prices which are interesting the up-town district.

With a view to summer out-or-door service, Lord & Taylor is offering some beautiful imported pottery in the art department of the fifth floor. Lovely soft and vivid colors are noticeable in tea sets, vases for the freshly picked flowers and fruit bowls that are useful for dainty refreshments, or when a light luncheon is to be served on the veranda. These represent some of the useful as well as decorative objects, representing Italian pottery from Deruta, Capri and Monte Lupe, in soft blues, greens and yellows in many unique shapes. Featuring a gayer tone of color is the striking Czecho-Slovakian pottery, rich in blues, yellows or tomato reds with brilliant colorful flower designs. These are attractive in shape and fanciful decorations, just the brightest ware for piazza table or sun parlor service, when the hostess desires unusual table ware for special out-of-door entertainments, showing brilliancy of color and contrasting tones.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

PRESENTS for the June bride are commencing to take the attention of the retailers of Chicago. This week Marshall Field & Co. is featuring wedding gifts of glass, china and silver, offering many unusual numbers in Venetian glass, Rookwood pottery and other artistic pieces both useful and ornamental. The "Bride's table," crystal and colored glassware, was also featured at Burley & Co., this week, especially Belgian ringing crystal. The Davis Co. were offering 32-piece dinner sets at \$3.97, choice of two open stock patterns of domestic make. Mandel Bros. sold 100-piece semi-porcelain English ware at \$27.50. The Boston store is holding the final week sale of their 52nd Anniversary celebration and included in the features for this week are imported 100-piece dinner sets at \$27.00. Hillman's this week are holding a sale of 15,000 pieces of white enamel ware all priced at \$1 each and including values up to \$2. Five-piece glass mixing bowl set is selling at this store for 79c.

The Glass, Pottery, Lamp and Housefurnishing Association held their regular meeting on Thursday of last week at the Hamilton Club. About fourteen were in attendance. The meeting was a "welcome home" to presi-

dent "Sam" Natkin, who returned recently from a long trip of buying through Europe. The association amended its by-laws at this meeting to include the insurance plan which has now been passed and will become effective on June 30th at midnight.

Luths Department Store has changed its name to the North Avenue Department Store, Inc., and the capital stock of the concern has been decreased from \$50,000 to \$1,000.

The Atlantic Lamp Products Co., 159 N. Jefferson St., has been incorporated with a capital stock of \$5,000. The firm manufactures lamps, lamp parts and products, specializing on patented parts. The owners of the company are J. J. Ehrlich, Sam H. Holland and L. Mitchell.

The McCabe Dry Goods Co., 1713 Third Ave., Rock Island, Ill., received a state charter last week, showing a capital of \$150,000. The company deals in clothing, dry goods and has a department for china and glassware. The owners of the company are E. E. Scott, F. A. Berglund, E. P. Cave, Hugh M. Lawson and C. M. Lawson.

I. E. Mincks, secretary of the Albright China Co., Scio and Carrollton, O., was showing his line of dinnerware at the Palmer House last week.

A meeting of the board of directors of the Gifts, Art Wares and Novelties Association was held at noon on Tuesday of this week. The developments with regard to the Chicago Gift Show to be held at the Sherman Hotel August 3 to 8, were reviewed, and plans for further activity taken up. Up to the present time the exhibit room reservation has been about fifty per cent greater than it was at this time a year ago, indicating a growing interest in the big gift merchandising event which has been so successful for the past three years.

The Kanter Furniture Co. of Chicago has increased its capital stock from \$15,000 to \$20,000.

Lebolt & Co., prominent retail jewelry concern, now located at 101 South State St., have leased an additional store in the Columbus Memorial Building at the corner of State and Washington Sts. The present store will have to be vacated in the near future due to the wrecking of the State St. section of the Palmer House, to prepare for the building of the second and third sections of the new Palmer House.

Earl W. Newton & Associates, 9 N. Wabash Ave., have recently added new numbers to their line of cut

(Continued on page 30)

Ready for Shipment—



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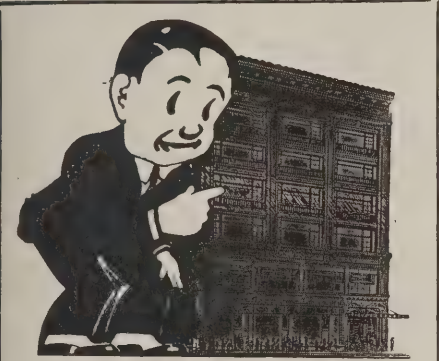
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CHICAGO

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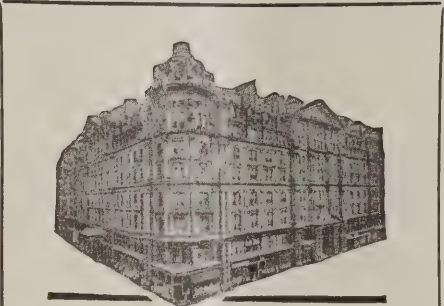
THE SHOPS BUILDING
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Buyers are urged to inspect these lines

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Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

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Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezzer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to
ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House
Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

*A few words in this space will bring
in many dollars
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Why not Move In?
Rent at Pre-War Level
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THE UNITED STATES GLASS CO.
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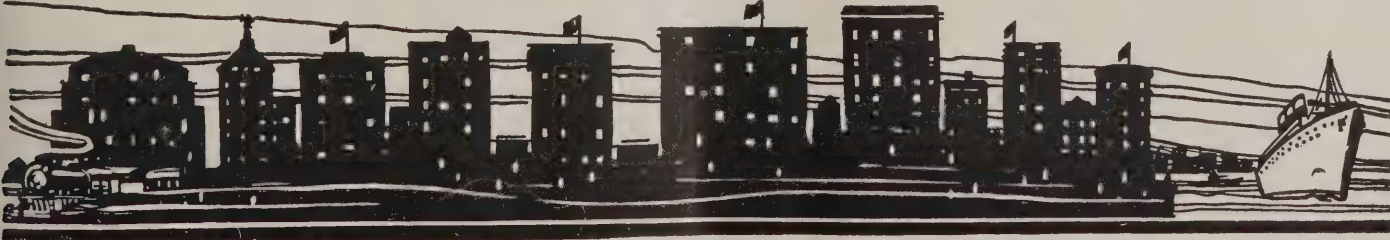
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WANTED—Commission Salesmen (We are manufacturers)—We have certain territory outside of New York and New England open for Commission Crockery Salesmen of experience. Our several plants turn out a strong line of Domestic Dinner Ware and specialties—a diversified line of quality, and can give service that will satisfy your trade and get repeat orders. As a side line ours would prove one of satisfaction and profit. Address P. O. Box 184, East Liverpool, Ohio.

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255-269 McKibbin St. and 256-260 Boerum St., Brooklyn, N. Y.
New York Office: 290 Broadway.

What the Potteries Are Doing

(Continued from page 24)

nection will also be held the summer meeting of the Clay-workers' Association of the Pacific Northwest.

According to a report received in East Liverpool the Seattle Pottery Works, Seattle, Wash., recently formed with a capital stock of \$12,000 will enter the stoneware business.

The news has been received from Cleveland, O., that the Smith China Co., of that city, has been formed and has applied for an Ohio charter. The purpose of the company is given to manufacture china and pottery. The incorporators announced are Phil Heller, L. H. Sohl, W. R. Gerhan, C. F. Waag and William M. Wright.

Gov. A. Vic Donahey of Ohio and William Green, president of the American Federation of Labor will be the principal speakers at the reunion and picnic of the National Brotherhood of Operative Potters, scheduled to be held at Myer's Lake, Canton, O., June 6th.

At a meeting of the Trades, Technique and Management Forum, composed of factory managers, superintendents and foremen of plants affiliated with the United States Potters' Association, will be held in East Liverpool the evening of May 22 for the purpose of considering the plan of establishing a course of ceramics in the East

Liverpool High School. This movement is being urged by the manufacturers as an important addition to the course in the East Liverpool high school.

D. William Scammell, of the Scammell China Co., and also president of the Trenton (N. J.) Chamber of Commerce, was elected as a delegate to the 13th annual meeting of the United States Chamber of Commerce, which opened at Washington, D. C., this week.

Glass Factory Activities

(Continued from page 23)

Patent rights have been obtained by Walter G. Seabold, Alton, Ill., on a new packing case for bottles, and he has assigned the manufacturing rights to the Illinois Glass Co., Alton, for use in all their plants. The new packing case insures a minimum of breakage in glassware shipments.

The Chicago Market

(Continued from page 28)

glass salad plates, which are proving popular among the retailers for June wedding season sales.

Illinois is a fertile field for the makers of lamps, shades and all kinds of electrical household appliances. This state ranks fourth in the nation in the percentage of homes equipped with electrical service. Illinois and Michigan are the only states in the middle west which are among the ten leading states in percentage of homes wired. The average percentage of home electrification for the entire nation is only 50.5 per cent, meaning that approximately 13,100,000 of the American homes are equipped for electrical service. Utah and California have the highest percentage of homes wired, both being more than 95 per cent.

Gifts, Art Wares and Novelties Association Plan for August Show

The enlargement of Hotel Sherman makes it possible to present an infinitely greater number of exhibits at the Fourth Annual Chicago Gift Show at the Hotel Sherman, August 3 to 8, without extending the exhibit to other floors.

The success of the event in former years has brought more manufacturers to the realization that this is one of the best opportunity of getting their goods before a large number of buyers of this trade, and for this reason the extent and variety of the goods to be shown this summer will surpass any previous exhibit.

On the other hand, the buyers have been equally aware of the fact that the Chicago Gift Show is an excellent, quick, and economical means of inspecting, comparing and buying the wares that they sell in their shops. Thus a larger attendance is practically assured, and based upon the year-to-year gain in the attendance of buyers at this



"America's Leading
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UNDER the famous "A1" trade mark are grouped superior materials that satisfy every demand of the trade in completeness and quality.

We specialize in Gold, Silver and Platinum preparations—we bring to bear knowledge and discriminating judgment in the selection of high grade Chemicals, Minerals and Oxides for every phase of the Ceramic Industry.

As a great degree of importance attaches to the selection of materials for Ceramic processes the R & H reputation for reliability is a safe and satisfactory purchasing guide.

THE ROESSLER & HASSLACHER CHEMICAL CO. NEW YORK

CHICAGO PITTSBURGH CLEVELAND NEW ORLEANS TRENTON
KANSAS CITY BOSTON SAN FRANCISCO PHILADELPHIA

exhibit, the total registration for the one week event will doubtless run very close to two thousand it is stated.

That manufacturers, distributors, importers and other exhibitors are alive to their opportunity is shown by the fact that the amount of exhibit space under contract to individuals and firms was said to be on May 10 equal to the total amount of space used at the last August Show.

With the manufacturers and the buyers showing increased interest in the Chicago Gift Show for this year, the local entertainment committee realizes that they must also make the annual social event of the trade, held one evening of the show week, a more pronounced success than any of the previous functions. With this idea in mind the committee has already set to work to prepare the plans for an evening of entertainment, dancing and recreation which will mark an epoch in the trade. It is certain that no one who can possibly be on hand for the Gift Show at the Hotel Sherman and the banquet and entertainment by the side of Lake Michigan will pass up the opportunity.

Buyers in New York

MAY 20TH, 1925

R. L. Lersch, china, silverware, toys, John Lorsch Co., Elyria, Ohio, 105 Grand St. (Jay & Co.).

MAY 19TH, 1925

I. Salomon, silverware, Maison Blanche Co., Ltd., New Orleans, La., 112 W. 38th St. (City Stores Co.), 14th floor.

I. Halpern, house furnishings, toys, Stix, Baer & Fuller Co., St. Louis, Mo., 455 7th Ave., 12th floor.

MAY 18TH, 1925

Miss M. Kerr, silverware, Hayden Bros., Omaha, Neb., 352 4th Ave. (Kirby, Block & Fischer).

MAY 15TH, 1925

E. R. Hardage, silverware, china, Popular D. G. Co., El Paso, Texas, Pennsylvania.

L. Goldsmith, china, house furnishings, Scranton D. G. Co., Scranton, Pa., 115 West 30th St. (B. F. Levis).

MAY 14TH, 1925

W. W. Dodge, toys, china, glass, house furnishings, J. G. Myers Co., Albany, N. Y., 220 5th Ave. (F. Atkins), Breslin.

National Quality

Willowbrook Pattern—La Rosa Shape
Complete line of new decorations on display by the following representatives

D. King Irwin, 200 Fifth Avenue, New York	E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
F. A. Miner, 5 Prospect St., Rochester, N. Y.	E. E. Wilgus, Rms. 301-4, 14th St., Boston, Mass.
Earl W. Newton & Associates, Chicago, Ill.	9 N. Wabash Ave.,

The National China Co.
Salineville, Ohio

Dollar's Buying Power Is 63.3 Pre-War Cents

Prof. Irving Fisher of Yale University announces that last week's prices averaged 158 per cent of the pre-war level. The purchasing power of the dollar was 63.3 pre-war cents.

Crump's index number was 152.

Index numbers for the last five weeks follow:

	Fisher.	Crump.
May 10.....	156.2	152.8
May 3.....	154.1	154.0
April 18.....	157.8	155.6
April 11.....	158.1	155.5
April 4.....	157.1	156.7

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.

French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Idersine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.

Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.

The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAIN LIMOUSINE, 39-41 West 23rd St.

Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



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for the
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PAUL A. STRAUB & CO., 105-107 Fifth Ave.

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ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:

Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.

Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building

Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.

Pressed and blown glassware.

ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

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AS THE EDITOR SEES IT BUSINESS CONDITIONS FAVORABLE

IT is the opinion of many in the trade that new business will proceed along present channels until about August, when the season will open for fall business. It is contended that many buyers who are now ordering in nominal lots will be compelled to anticipate future requirements, and that with small stocks prevailing in many sections, orders will be in rather heavy volume. Fall buying was somewhat belated a year ago, but a different view is being taken of the situation this year, based upon the present inactivity of the trade. Although retail demands in general ware are slightly retarded there seems to be a better feeling due to new orders which keep coming in in small but regular quantities. In the glass field blown and stem lines are active, even more so than a year ago.

IN the other fields of business we may well apply Judge Gary's diagnosis of the ills of the steel trade, made at the annual meeting of American Iron and Steel Institute. Despite the multitude of statistics that are gathered weekly, monthly or at longer intervals, it is impossible to fix a spot on the chart and say that business is now occupying a definite position with relation to normal. Comparisons with business the previous year or with an average over a period of years, with last week or last month, do not give a true picture of the situation by any means. As was suggested by a St. Louis economist not long ago, it is the business viewpoint rather than business itself that needs improvement.

THE sweeping changes of fashion, new inventions that add to the comfort of living, substitutions of materials in manufactured products, etc., which are constantly developing, cannot fail to affect what we term normal business. The growth of the automobile, radio, mo-

tion picture and rayon industries within the last few years, to mention but a few developments, illustrates the case in point. It is inconceivable that the production of rayon, for instance, from a few thousand pounds a decade ago until it now probably exceeds the world's output of silk should not have a far-reaching effect upon other textiles. While our purchasing power tends to increase with the expansion in industrial production, the latter has a tendency to outstrip the former. Until readjustments are made, business in certain lines is bound to be below what manufacturers and merchants in those lines consider normal.

WITH this idea in mind, then, it is impossible to pick out any business and definitely state that it is good or bad. It may be that if all factors were carefully analyzed a 60 or 70 per cent production in relation to capacity for output is all that a certain industry can reasonably expect at present.

GETTING back to straight comparisons and leaving aside the extraneous factors, there seems to be little doubt that business at present is more active than it was at this time last year. It must be borne in mind, however, that a year ago a sharp retrograde movement was in swing, which carried general industrial activity to a low point in mid-summer. It is certain that in industry as a whole at present there is no such tendency to curtail production at present as there was at this time last year. Where full-time operations in almost any lines are in vogue, however, there is still complaint of narrow profits, due to the extremely keen competition. This is carried through the retail trade, where competition for sales volume is as keen as, if not keener than, in wholesale and manufacturing lines.

Advertising a World Force

THE vital influence that advertising exerts throughout the business and the various phases of advertising problems was intelligently and interestingly discussed in an address by Secretary Hoover before the Twenty-first Annual Convention of the Associated Advertising Clubs of the world, held at Houston, Texas, May 11th. The address in part is given herewith:

It is not within my province or ability to enter upon any prolonged discussion of the technical phases of advertising. Such things are familiar to you, and will no doubt be exhaustively presented to you by many others of your speakers. I had rather thought to discuss some of the matters of more general import which are in part with your deliberations.

I should not wish to let the occasion go by without some observations on the fundamental part that advertising plays the life of our modern world. It has truly become one of the vital forces in our entire industrial and commercial system. And beyond this, it has in its repercussions set many currents moving of wider influence than even the economic life of our people. It is now fixed as an integral part of this complex of civilization which we have built up.

Advertising was not always looked upon as a vital part of our economic system. There was a time when advertising had about the same economic and moral status as the barker outside the circus tent.

But it has found itself a most serious purpose. The older economists taught the essential influences of "wish," "want" and "desire" as motive forces in economic progress. You have taken over the job of creating desire. You have still another job—creating good will in order to make desire stand hitched. In economics the torments of desire in turn create demand, and from demand we create production, and thence around the cycle we land with increased standards of living.

No matter how fine an addition to human comfort or pleasure a given article or service may be, unless there is a diffusion of knowledge and information with respect to it, it will not itself become quickly accepted and incorporated into our standards of living. Our standards of living are much higher today than they would have been were it not for the part played by advertising.

These standards of living are sort of built up in layers. The lower layers are the plainest, food, clothing and shelter. Primeval nature herself stirs up enough emotions through hunger, cold and storms to keep "desire" vividly active in this end of the scale of living. But the movement we have got beyond this stimulus the advertiser has full swing in stimulating "desire" for better food, better clothing, better shelter,

entertainment and so on over the whole range of the ten thousand and one things that go to make up superimposed layers of rising living standards. These upper layers have been added to, widened, and become more general because of advertising.

The greatest single addition to our living standards in a generation has been the automobile. It has increased our national efficiency, stretched our national vision, improved our national health, and it has added some per cent of sheer joy, some dangers, and much excitement to life. I cannot believe for a moment that we should have had such a diffusion and such a general application of this great invention had it not been for the force of advertising. It would no doubt have crept slowly into use over a few centuries if we were without this powerful agency, as did the first revolutionary discovery in transportation—the wheel cart. The news and use of that great invention traveled only as fast as some neighbor saw it with his own eyes. If you gentlemen had had the job of putting it over you might have speeded up the advance of civilization a few centuries.

One profound economic effect of advertising is oftentimes overlooked—its influence upon production. The general knowledge and rapid distribution of an article, which can only be accomplished through advertising, creates large production and thus lower costs and prices. Modern advertising is the hand-maiden of mass production. Moreover, your convincing announcements of a multitude of improvements on everything spreads a restless pillow for every competitor and drives him to further and faster exertions to keep apace.

There is still another phase of advertising that has always interested me, and that is the impulse advertising has given to the distribution of news, information, good cheer and educational material to our people. Obviously, were it not for the vast extension of national advertising, we should never have had the fine development of our periodical magazines; and were it not for the growth of local newspaper advertising, our publishers would not be able to produce the great journals which are of such incalculable value.

Some say that without advertising the subscriber would carry the burden; that is, he would pay the largely increased price necessary to support a publication which did not contain advertising. But all this is disproved by a simple test; publications which attempt to circulate without advertising seldom go far and generally fail.

There is a collateral to this independence and support of the press—that is the indirect financial lift given to our authors and illustrators. To command circulation, and therefore advertising, whether to a

particular class or to the public at large, there has come great competitive demand for the genius of the author and the artist. In bygone centuries these professions were compelled to seek out and flatter some patron—to live in an attic or in the patron's hall bedroom, and except on favored occasions to eat at the second table. But now the Midas of advertising has given them freedom and independence. They are so situated now that even they are susceptible to your wiles in stirring suppressed desires. Today there is no Grubb Street in our world.

You have devised a fearful ingenuity in forms and mediums of advertising. The landscape has become your vehicle as well as the press. In this use of hoardings and the countryside we are all glad to see that you are taking into account the fact that good taste in advertising display must grow apace with the improving taste of the community if you are to get results instead of complexes. Progress is being made and I have faith in your knowledge of applied psychology, for that is part of your job.

The notion that advertising in its broad sense is an economic waste has been long since abandoned. I have already mentioned its social use in advancing standards of living and its economic influence upon mass production and thus its contribution to lowered costs. More directly it is an economical form of distribution. The steady increase in volume of advertising in our news and periodical press is only one proof that it is such an economical form of distribution, for if it did not secure greater results at less expense it would decrease, not increase. The consumer, searching for article or service, turns to the advertising columns of our press to learn just where to go after it, and so avoids the waste motion and loss of time and strength involved in blind search for fulfillment of his desire. All these things eliminate waste motion and time.

But there are some economic wastes which can be eliminated by the advertising managers. One of these you are already attacking through your development of research activities. An advertising agency is a selling agency. The indispensable attribute of salesmanship is an understanding of the market. Competent salesmanship requires that its efforts be expended in territory and by methods which shall reach the maximum number of buyers at the minimum cost. It follows logically that sound market analysis must be an integral part of advertising salesmanship. All this requires hard, intensive, not superficial analysis. Research in those matters is like that in any other branch of economics. It takes time to develop experience and method. You have already gone a long way in this direction.

There is another economic waste through advertising which has given your organization great concern and is of the most profound concern to the public. I do not refer to the field of fraudulent representation, for that is simply porch climbing. What I do refer to is the advertising of articles which do not

really contribute either to usefulness, comfort, or even luxury.

To attain a permanence in public confidence, to maintain a position as part of the economic machinery of the country, the advertising executive and the medium need to see to it that the desire they create is satisfied by the article they present. To establish the good will of the public toward producer of goods and service is not alone a necessity to success in advertising, it is also a necessity to the advertising executive and the advertising medium if advertising is to maintain its influence.

Great advancement has been made, so great in fact that while advertising at one time may have been looked upon as a nuisance and an intrusion for the beguiling of the credulous only, it has now come to take a place as commercial news and as an economical method of salesmanship. Its first step in progress was when the medium, recognizing its responsibility to the readers, exercised censorship over extravagant, distasteful, and misleading copy. This gave more credibility to truthful advertisements themselves. The next great step was your organized action of advertising managers, advertisers and advertising mediums through moral suasion Vigilance Committees and Better Business Bureaus.

It is not too much to say that from all the many inventions and the multitude of ideas that are poured forth daily in the preparation of advertising there is emerging a science and a profession. It is becoming a science in its search for method and a profession in its skill of management. I am told there are seven thousand students in our business educational institutions preparing for advertising as a career.

But the milestone which will mark the passage from a trade to a profession is the establishment of group ethics. It is upon this subject that I wish to lay some emphasis. The group characteristic of law and medicine and engineering is not alone the training of skill required, it is the elevated code of relations with fellow men, the incorporation of responsibility to the community into the daily task, the insistence upon a high sense of service given, that marks their distinction. The use of the slogan "truth in advertising" and the vigilance agencies which you have set up to protect the consumer are themselves the finest of proof that this business is evolving toward highly ethical standards.

Advertising unfortunately still has to contend with some residue of unethical practices and with accumulated prejudices which arise from the methods of many years ago. But in the organizations which you have set up, the principles which you have advocated, the practical steps which you have undertaken, we are seeing a new day in the ethics of advertising itself. And just so far as those ethical principles are embodied in practice, just that far will the public grow in confidence in advertising and just that far have you progressed into a profession.

Now all this description and comment upon the

work of your profession raises for me another picture in which we can take great pride. Through the discussion and advocacy of standards of conduct and ethics your organization and your sessions are taking part in the upbuilding of a new and growing sense of responsibility and self government in our economic life and in the community at large.

Self-government comprises more than political institutions. It is more than municipal governments and state governments, legislatures and commissions. No doubt real self-government starts in every individual, that he control his own moral and intellectual contacts with his fellowmen in common interest. But beyond this the growing complexity of our modern life requires that if self-government is to be a success there must be self-government among groups. There are many problems of restraint of abuse that can be solved by agreement among groups instead of by law. Our numbers have become so great that we elbow each other in all directions. When we had only seven people in a county instead of seven millions we did not step on others' rights so much—nor did we have such a field for advertising.

We are confronted with the daily demand to extend government in order to cure some abuse or other. The arm of government is a poor cure for abuse, for it becomes at once a restraint of liberty. For the arm of government cannot operate even to restrain evil without bringing about some instance of oppression. The safeguard against the invasion of government into the lives and liberties of our people is that we shall cure abuse outside the government. Such associations as yours, in the erection of ideals of a profession, in the determination of methods and definitions of standards for the elimination of abuse, is self-government, and it is self-government in the greatest form of which democracy has yet given conception—that is self-government outside of government.

The war drove us to great centralization of government and to great dependence upon the action of central government. The continuance of this mobilization of all effort would have destroyed the initiative of our people and destroyed the very impulses to progress. But from it came the illusion that most human ills could be cured by governmental regulation. It has been hard to get back because everybody knows of some ill in the other fellow's business that ought to be cured right away. We need to have the public mind turned off of the national government as the remedy for all ills. We need to get Washington off of the front page at least part of the time. If we can decentralize thought onto state and municipal government, and above all to such efforts as yours to cure abuses from within, we shall automatically stop the growth of federal encroachment.

National character cannot be built by Law. It is the sum of the moral fibre of its individuals. When evils which rise from our growing system are cured by live individual conscience, by initiative in the crea-

tion of voluntary standards, then is the growth of moral perception fertilized in every individual character.

The test of our whole economic and social system is its capacity to cure its own abuses. New wrongs and new relationships to the public interest will occur as long as we continue in scientific discovery and as long as we continue to progress. If we are to be wholly dependent upon Government to cure these abuses we shall by this very method have created an enlarged and deadening abuse through the extension of bureaucracy and the clumsy and incapable handling of delicate moral and economic forces.

American business needs a lifting purpose greater than the struggle of materialism. Nor can it lie in some evanescent, emotional, dramatic crusade. It lies in the higher pitch of economic life, in a finer regard for the rights of others, a stronger devotion to obligations of citizenship that will assure an improved leadership in every community and in the nation. It lies in the organization of the forces of our economic life so that we may strengthen the home and may produce happier individual life, more secure in employment and comfort, wider in the possibilities of enjoyment of nature, larger in its opportunities of intellectual life. The ferment of organization for more definite accomplishment of these things in the practical day-to-day progress of business is alive in our business world.

The Government can best contribute through stimulation of cooperation with voluntary forces in our national life; for we thus preserve the foundations upon which we have progressed so far—the initiative of our people. With vision and devotion these voluntary forces can accomplish more for America than any spread of the hand of Government. Your association is contributing to these ends.

Buyers in New York

MAY 21ST, 1925

J. W. Waldorf, glassware, Hochschild, Kohn & Co., Baltimore, Md., 220 5th Ave. (F. Atkins), Pennsylvania).

MAY 22ND, 1925

W. W. Taylor, house furnishings, toys, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

Mr. Gayer, asst. china, glassware, J. L. Hudson Co., Detroit, Mich., 1440 Broadway (Retail Research Assn.).

MAY 25TH, 1925

G. H. Guest, house furnishings, woodenware, hardware, Jordan Marsh Co., Boston, Mass., 432 4th Ave.

C. McGowan, silverware, L. S. Donaldson Co., Minneapolis, Minn., 159 Madison Ave. (Syndicate Trading Co.), Imperial.

MAY 27TH, 1925

C. H. Hurlburt, china, silverware, D. M. Reed Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

H. C. Zollinger, silverware, W. R. Zollinger & Co., Canton, Ohio, 105 Grand (Jay & Co), Pennsylvania.

New York's Merchandise Exports Exceed \$700,000,000

After leading for nine months, New York, with merchandise exports for 1924 amounting to \$731,593,502, fell about \$6,000,000 shy of figures attained by the cham-

pion, Texas, and ran second in the race of the various states and regions of the Union for export markets, according to statistics just released by the Department of Commerce. The total export trade of the United States for the year under review amounted to \$4,498,151,936.

Metal, ores, and manufactures of, comprised the biggest individual class exported during the year, and amounted to \$110,242,095. It was followed by shipments of machinery, excepting agriculture, totalling \$87,231,513, and then in order by cotton manufactures, \$76,339,734; refined petroleum products, \$63,389,113; chemical products, \$40,606,573; wheat, \$28,390,371; vehicles, \$26,121,969; paper and printed matter \$20,819,509; furs, \$19,207,846; photographic goods, except paper, \$13,872,644; leather, \$12,674,308; agricultural machinery, \$11,899,081; and unmanufactured cotton, \$10,487,876. Items of lesser importance are milk and cream, \$9,256,728; lard, \$8,113,928; linseed cake, \$7,072,118; rubber, \$6,104,160; apples, \$6,001,324; musical instruments, \$4,841,201; manufactures of wood, \$4,694,647; pork, \$4,420,697; oleo oil, \$4,171,731; paraffin wax, \$3,865,756; and dried apples, \$2,019,023.

Eleven states of fifty-two states and regions report showed an export trade amounting to over \$100,000,000 for the year. They were Texas, with figures of \$737,218,927; New York, \$731,593,502; Pennsylvania, \$293,299,153; Illinois, \$239,314,270; California, \$234,684,210; New Jersey, \$223,921,264; Louisiana, \$222,847,224; Michigan, \$177,876,654; Virginia, \$150,198,225; Ohio, \$133,559,362; and Massachusetts, with merchandise valuations of \$114,418,430. Minnesota, with shipments valued at \$99,880,490, was just behind the leaders, while Nevada, with exports amounting to but \$233,413, brought up the rear of the entire list.

This is the first time in the history of Government trade statistics, according to Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, under whose charge the figures were compiled, that an attempt has been made to show the relative yearly standing of the different states and regions of the Union in the never ending struggle for foreign trade. Formerly, official trade figures gave only the port from which shipments were cleared. Inland producers, desirous of finding out what agricultural and manufactured goods came from their regions wanted the Commerce Department to adopt some other system. The outcome was the new compilation which is based primarily on through-bills-of-lading, and therefore, in the case of some states reflects but a part of their total foreign trade and for others includes goods produced elsewhere. The element of seasonal fluctuation, says Director Klein, should also be considered.

How the Other Side Sees It

"How the other half lives" is no less interesting than how the other fellow sells and when the other fellow is a merchant or retailer in another country, with probably an entirely different point of view, an entirely different

community cater to than our own, we are bound to be rather curious about just how he gets his wares over the counter. We wonder if his methods of running his shop are so vary different from ours or whether human nature or rather the buying psychology isn't perhaps somewhat the same the world over. An English trade paper, *The Pottery Gazette and Trade Review*, recently conducted a contest among the retailers of that country offering several prizes for the best articles on "Selling Ideas." We take the liberty of reprinting one of these "essays," by a London buyer of pottery and display manager, Harry Trethowan, Heal & Sons, Ltd., which won second prize and one entitled "Tit-Bits," by a Miss Kortage in the china and glass department of Jas. Schoolbred & Co., Ltd., the winner of the third prize:

"*The Pottery Gazette and Glass Trade Review* has always been on the side of the enterprising manufacturer and retailer, and following the competitive window display rightly suggests that there are other ways and means of reaping success. In attempting to set down in a small space some things to remember, it is recognized that the subject is so exhaustive that it is not possible to explore every avenue or to be entirely dogmatic as to method, because every man is governed more or less by circumstances that are not always under his control. Given proper conditions and adequate resources, I want to point out a few commonplaces of everyday business life that from experience have proved successful. Let us rule out all make-believe, artfulness, camouflage, and the like, and settle down to sound commercial and common-sense dealing with an article that plays a large part in the scheme of domestic life.

"In the first place, a man who sells crockery and glass must be deeply interested, and have a love for the wares he handles, otherwise I am thinking he will find the exactions of this particular type of commerce very irksome. Let us suppose that the man we have in mind, who shall adopt with success some of the ideas about to be set down, is blessed with a shop or showroom that has space, height, and is well lighted. Given the space to fill, he has to set about filling it, and it would appear that, according to his capacity to judge between good and bad wares, too much or too little decoration, bad shapes and shapes of utility, and the like, thus far is he able to make a sound beginning that shall ensure a profitable undertaking. A shop window with merchandise well displayed is one of the retailer's chief assets, but a shop window that is not a true index of what may be found within is like a table laid with shining covers and empty dishes under. If the window display is only a decoy, with its best effort exhausted therein, then, adopt any other method we can suggest, the man who owns that shop is a failure. A common failing in china and glass shops—one which cannot be gainsaid—is the over-crowding process, the jumble of good, bad, and indifferent, that so confuses the would-be purchaser, that, in nine cases out of ten, he must be dissatisfied with his purchase, because no opportunity has been afforded him to visualize how his selection will look in the surroundings it is destined to adorn or otherwise.

"Apart from all that alluring price offers and the rest, window dressing, or mass display may mean, the choice of the wares you would sell is the first consideration. Here the man who scores is he who has the courage to say 'no' where the majority say 'yes.' Asked why his wares looked so different and appeared so much better than his neighbor's, a china and glass dealer was heard to answer: 'It is not due to what I take into my shop, but what I leave out.' He who is most courageous and takes the first stride to success is he who knows what to leave out. Hence it is that when to the eye of the visitor the shop or showroom presents a favorable impression, he is able to handle individual wares and be equally charmed. A wholly good display cannot be made of any other than wholly good articles. By which is meant that, although all goods are not of equal value, yet in proportion to their value so are they the best of their kind. Care should be taken that, as far as possible, table wares shall be so displayed that they shall suggest how they will appear when laid out for daily use. How much better the wares appear that are placed on their own particular table with all that the sets comprise, so as not to be confused by the juxtaposition of their neighbors. A keen color sense, a sense of quality and a passion for simple and useful shapes, of articles fitted for their job, are essentials in the make-up of the successful retailer. There are so many types of pottery and glass, both decorative and utilitarian, that to so arrange them as to make it possible for each individual article or design to be readily singled out, necessarily calls for much floor space; but even in the smallest shop some attempt should be made to show how an article can look when properly placed. It can be seen at a glance whether a man would not be happier selling some other type of merchandise than pottery and glass by the haphazard way in which he jumbles his wares.

"There is a history behind all the productions you sell; get behind and find out what it is, talk about it to your prospective customer, and, if possible, even write some of it on a card that shall be ever present to call attention to some particular feature.

"Names of familiar potters carry a certain amount of intelligence to the lay mind, but the retailer and his staff should know all the points, and he will be able to state with successful conviction for what the name stands. Create interest in your shop by making a special display of some particular phase of the potting craft and industry, to stimulate the interest already taken in the general view of your shop or department.

"It goes without saying that prices should be on every article in plain figures, 'That he who runs may read,' the forward stock should be well abreast of the stock that you hold in your warehouse, so that the old dodge to capture the slipping-through-your-fingers-customer shall be old enough to be wished dead, that one about 'I will go to the warehouse, Madam, and see if I have anything new.' How to sell crockery and glass is not the best question resulting in the best answer for the retailer. Rather would I say, how can I so buy and display my wares that they merely sit up and sell themselves? The successful

retailer has this as his experience, and all the subterfuge in the world adopted to create business will not bring such lasting joy and true success as the sale to satisfied customers of increasingly satisfying wares.

"I would emphasize the two chief factors resulting in good business. 'Worthy goods, worthily displayed.' Select worthy goods, and know why you do it; adopt worthy methods, and avoid the obvious troubles entailed in selling pottery and glass. Look well ahead, and remember that in this business trade craft or industry, call it what you will, upon which you have launched, only the best is good enough. It is well known to all shopkeepers that the production of pottery and glass is necessarily slow, and that disappointments are numerous. Because of this the watchful shopkeeper will be methodical, because surely, if left to chance, no branch of merchandise can land you in such extremities as that of pottery and glass. So that instead of being haphazard in your promises for delivery and the production of special pieces, and the never ending matchings, there should be a carefully planned system that ensures close co-operation with the manufacturer and retailer. Give definite promises to your customer, backed only by a corroborative promise from the maker; do not lose sight of the promise, and if it fails to materialize do not hesitate to know the reason why, and further, do not be dilatory in revealing the cause of the delay to the patient or impatient customer. Keep your wares and your glass clean, keep your price tickets fresh, do not let your showroom get stale. Give each branch of your business proportionately equal prominence in turn, learn all you can about your job, surround yourself with helpers equally keen to be equipped. Thus will you create the confidence between you and your public that is so desirable. Find out all about the fractiousness of your pottery and glass, and do not blunder with a customer who knows better than you do why certain wares craze and crack. In the crockery trade, as in all others, a little knowledge is a dangerous thing, but knowledge of your subject is power. There are no feast days or fast days to the good, honest shopkeeper; he is always preparing a feast of good things throughout his shop; he does it not to detract attention from his inferior goods. He is equally satisfied that he has aimed at doing his best in each section, and the result is steady business. Although on the surface it may appear the British public is not easily gulled, and decoys do not trap it, save but once, so let us away with stunts, with ignorance, with bluff, with prices not plainly written, with teapots that do not pour, milk jugs that cannot be cleaned, lids that fall off, all articles not fitted for the purpose for which they are intended, and let us fill our shops with the treasures produced in England that to-day are the work of worthy craftsmen, and to-morrow will be the work of old masters. There will then be no difficulty about turnover, no problem of display, and no shop window that hides a multitude of sins. Ours is a fascinating business—none more so—and never in its history have we been afforded such opportunities for securing things that are beautiful, even though they be not costly. There are no methods that I know of to suggest that shall bring in their train such

SIAM

An English Earthenware Pattern
Produced by J. & G. Meakin

SIAM



This is an
Open Stock

Dinnerware Pattern

—:—:—:

Ready for
Immediate
Delivery

—:—:—:

Samples and quotations will be sent promptly

THIS is an adaption of the old "Indian Tree" decoration. Combined with the beautiful embossment on the TUDOR shape it produces a wonderful and pleasing effect. The handles are traced with gold.

The KINNEY & LEVAN CO.

Cleveland, Ohio

lasting good and far-reaching results as I know is the case from those inadequately set out here. I leave the finance, the dispatch, the railway rates, and all the incidental things for the moment to take care of themselves. They are important, but for this particular moment the other things set out are of the highest importance.

TIT-BITS

"By attractive display people are most easily persuaded to part with their money, and the shopkeeper who has a penchant for dressing his windows and his showroom in an attractive way has a great chance of success.

"The motto of every trader should be 'Come in.' Once get the prospective customer in and there is hope. Try and make sure they become your customers, by cleverly arranged goods on the stands, etc. As, for instance, a few specimens of novel design will often draw attention and give the assistant an opportunity of opening up conversation while the customer is settling down to have a good look round. Even if the articles handled are beyond the purse of the customer it will create a good impression, and will lead to trade in the future. When stock patterns are set out every piece should be shown, all sizes in range and prices plainly visible or near at hand. A good color scheme gives a bright impression of harmony and an up-to-date look.

"Stock designs and ready sellers there is a call for, generally without excessive display. But fancy goods, such as vases, coffee sets, flower bowls, liquer sets, and old stock should be constantly in the way of a customer,

not hidden from view, as very often these sell by chance, because the merits are expounded by the assistant, who should feel a greater pride in selling what is not actually essential, or by the customer feeling they must have possession.

"Good fixtures are an asset, so also is good lighting, but the final contract is made by the personal element, which is the assistant, who should be neat and clean, and so create a good impression on the customer who may or may not be a potential buyer.

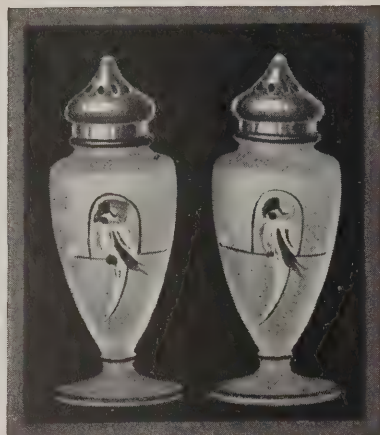
"The first rule for assistants should be courtesy and politeness under all conditions, even if a big order is not forthcoming. If a customer is pleased with the attention received it will most likely decide her to come again or to bring her order back instead of dealing with a rival who, perhaps, has not given such courtesy.

"The second rule is to be patient. Never try to hustle a customer; a successful sales-person is never impatient.

"The third rule. Know your goods. Study the qualities and explain why prices vary, and study your customer; above all be patriotic—push your country's goods by explaining its superior merit.

"The fourth rule. Be confident. 'It can be done' should be the motto, and be attentive. Never mind the trouble you take; bring forward chairs; display, when advisable, on a tablecloth (it pleases a customer to feel important).

"The fifth rule. Be honest in describing goods. Honesty always pays and brings repeat orders. No business has yet been built up by single sales.



Meet the PARAKEET TWINS

THE little glass shakers that were commented upon by so many visitors at the Glass Exhibit have been improved.

They now are available carrying the likeness in colors of the Parakeet twins—"Salty and Peppy," hand painted in yellow, red, green and black. They are available in light green, light blue, canary and white satin glass and look very pretty on a white linen tablecloth.

Order by No. 6207.

UNITED STATES GLASS COMPANY
PITTSBURGH, PENNSYLVANIA
OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.

"The sixth rule. Be cheerful. A smiling face few can resist; make use of it and wear the magnetic smile.

"Introduction plays a large part in salesmanship, especially in selling stock that is sticking, or old stock, and if it is reduced a little in price will make the customer go away with the feeling that a good bargain has been secured.

"When any particular article has been asked for, the cheapest should not be shown, as it is not flattering, and a cheaper article can be shown if desired.

"A point to be remembered is: Never make a promise that cannot be fulfilled, especially with regard to matchings and deliveries, as it is a source of annoyance and destroys confidence in the firm. If an explanation is given as to why a certain thing cannot be done it is more satisfactory to all concerned.

"Salesmanship is an art, and should be raised to a high level."

Would Stabilize Date of Easter

One of the subjects to be discussed at the third biennial conference of the International Chamber of Commerce to be held at Brussels from June 21 to 27 will be that of setting a fixed date for Easter.

Representatives of forty different nations will be on hand to participate in the discussion of problems of international interest.

Selfridge & Co., Ltd., London, England, came out some time ago with an article favoring a definite date for Easter each year. The article said:

"We in Selfridge's are strongly in favor of fixing the date of Easter. At present it can vary by thirty-five days. We would be glad to see the acceptance of the reform, advocated for many years and supported by thousands of organizations, religious, educational, industrial and commercial, that Easter should always be the same Sunday of the year. The mean date of 100 Easters is April 8, and we would add our support to the proposal in Lord Desborough's bill, which he presented before the House of Lords two years ago, that Easter should always be the second Sunday in April.

"Every one knows that the variation of Easter date over five weeks causes a more or less serious disturbance to the business of the empire, and therefore is a cause of loss to business. We know also that a holiday in March is of much less value to almost every one who takes one than a holiday in April. And so we could continue almost indefinitely arguments of a personal or selfish nature; and it is because we realize that this experience must be multiplied by tens of thousands to get the total loss and inconvenience that we are emphatic in our desire for reform.

"There appears to be few arguments in favor of the present method of fixing Easter. It would seem that even the most devotional must feel that we should celebrate the Resurrection on the nearest date ascertainable to its anniversary and not go erratically up and down the calendar. The truth is that the present method of fixing the date of Easter is the result of a determination, arrived at in the very early days of Christianity, to make Easter coincide with the Jewish and the pagan festivals cele-

brating the advent of spring, and of an attempt to reconcile three periods of time which have no common measure—namely, the week, the lunar month and the solar year. The very name Easter is derived from Eastre, the pagan goddess of spring. Even the full moon on which the calculations are based is not the actual moon, but an altogether imaginary moon.

"We are informed that the Church of England, the Church of Rome and also the Greek Church see no theological difficulty in the change taking place. But custom and tradition have a tenacious hold. The most hopeful fact at present is that a committee has been formed by the League of Nations to go into the whole matter of the reformation of the calendar, and that on this committee the Archbishop of Canterbury, the Holy See and the Ecumenical Patriarch are represented."

Women Respond to Beauty and Courtesy When Shopping

Women are most often your customers if you are selling any line of household equipment your policy must be built on the knowledge of a woman's psychology of buying. And who should know this better than a woman.

If you want to win the trade of the women you have to give them beautiful things to look at and be 100 per cent courteous.

This was what the Detroit clothiers in their recent convention were told by Mrs. Francis Woody, who has charge of the salesmanship and advertising courses in the high school.

She also pointed out that women can be appealed to better through the eye than the ear, and suggested that where the endeavor is to win the woman's trade too much attention cannot be given to the development of artistic window displays and advertisements.

Here are some of the high lights from her address:

"A merchant's advertisements should be representative of the customer he wishes to reach. Women have been criticized as being commercial-minded, and it is the merchant's duty to learn how to appeal to the women customers, for there is a great analytical difference between the buying mind of a woman and the buying mind of a man.

"Women want to feel that they can buy properly, and merchants should educate women so that they can save time, labor and money in their shopping. When a man buys he selects an article at the shop where he is accustomed to buy through force of habit, because he needs that article. When a woman shops she likes to compare values, style and quality. With a man the selection is secondary, but women love to shop. Although it is a tragedy to admit it, women love to spend.

"Another thing to consider is the personal touch. We want to know that the merchants really want us, and merchants should keep it before us.

"Selling to Women and What Appeals to Them" was the subject of the second address given by Mrs. C. F. Van de Water, president of the Ebell Club, of Long Beach, who said:

"Women do not like shoddy things. On the other hand, do not show the most elegant things in the store first, for if a woman cannot afford these things it is hard to bring her mind down to lesser things, and she goes away feeling very unhappy.

"Be careful in your selection of clerks. No woman likes to be waited on by a clerk who is chewing gum or smells of stale cigarette smoke. She resents a girl clerk calling her 'dearie,' and a clerk who is not cheerful is worse than none at all.

"Cultivate the habit of learning your regular customers' names. I like to go into a store and be called by name. It makes me feel at home."

What Is the Right Amount of Capital?

A study of the remarks made recently by John G. Shedd, chairman of the Board of Directors of Marshall Field & Co., in the Review of the Illinois Merchants Bank brings out the idea that in order to be successful a retail merchant must operate somewhere between the employment of too much capital and the use of too little.

According to Mr. Shedd, more than 30 per cent of the retail failures in this country may be attributed to lack of capital.

In determining the amount of capital necessary, a merchant should first know what his probable volume of trade will be, or what type of store he is to operate, he points out. Mr. Shedd also counsels retail merchants to withdraw surplus capital from the business and invest it elsewhere.

"In order to arrive at the necessary amount of working capital to be employed in a given case," he continues, "it will be necessary to know the amount of sales, the average stock of merchandise carried, the average term of credit on which the merchandise is bought, the cost of doing business, the average amount of book accounts and the value of the fixtures.

"This amount may be obtained by finding the average amount of sales during the average term of credit and by deducting therefrom the amount paid for expenses during that period. The result will be the amount of credit employed.

"This amount of credit is constantly provided by wholesale dealers and manufacturers. Then, if we will subtract the amount of credit employed from the amount of the average stock of merchandise, we will have the amount of the merchant's own working capital needed for merchandise.

"It should be kept in mind both by the banker and by the merchant that the assets of the ordinary dry goods store, when sold at forced sale, will not bring much more than 50 cents on the dollar. Therefore, a merchant who permits his indebtedness to become more than 50 per cent of his assets, is liable not only to lose all of his own capital, but also liable to cause his creditors to lose a part of their claims.

"Discounts offered for prompt payment at the end of each term of credit vary from 2 per cent to 10 per cent. No merchant can afford to lose these discounts.

(Continued on page 22)



CAUGHT IN THE NEWS NET



AFTER a visit of several days to the factories of the W. S. George Pottery Co., and Canonsburg Pottery Co., which he represents in New York, S. H. Slobodkin, successor to the late H. Benedikt, returned to his office on Monday.

The well known importer Wm. S. Pitcairn accompanied by Mrs. Pitcairn and his son Gilbert L., who is associated with his father in business and the latter's wife and two children as well as Mrs. Gilbert Pitcairn's mother, all sailed for a European trip last Saturday aboard the *Adriatic* to be gone until early August. As far as the ladies are concerned it will of course be strictly a pleasure trip; for the Messrs. Pitcairn it will be a combination of business and pleasure. Conferences with the heads of the factories represented by the Pitcairn Corp., in this country to go over details of new lines in preparation, will consume considerable time before they proceed with the pleasurable features of their trip.

It is rumored, on what we hope is very good authority, that J. Meredith Miller, of Maddock & Miller, Inc., was victor over his brother "Don," at golf on Saturday. It looks as though "Bud" comes out on top this time. We trust that this rumor is not exaggerated, as it somewhat reverses the situation described in our issue of May 14th, when all three Millers were "Under the Elms."

Representatives of the Libbey Glass Manufacturing Co. who are planning to start out from New York early next week are "Abe" Vogt, covering New England; J. W. Caputi, Pennsylvania and New York, and M. A. Katherman, who starts south on a special proposition for new hotel projects.

William O. Kahn, sales manager of Factory F, of the United States Glass Co., Pittsburgh, Pa., left New York Wednesday evening for Philadelphia after a week's visit in this city.

J. J. Ramsburg, of J. J. Ramsburg Co., Milwaukee, Wis., arrived in New York Monday where he planned to spend the week hunting novelties for fall business.

Joseph Levy, with Lewis & Neblett & Co., Cincinnati, O., left New York last Friday after several days spent in the local markets.

It is rumored that the Libbey Glass Manufacturing Co., Toledo, O., is putting up a large addition to their

plant for the purpose of taking care of the greatly increased business of the concern. We were unable to confirm this report at the New York office but, Richard Ratner, New York manager, admits that the company is from five to six weeks oversold in decorated glass.

Fred Beiswanger, formerly with Gill Brothers Co., New York, has recently joined the sales force of H. C. Fry Glass Co., Rochester, N. Y., to cover the Middle Western territory. Mr. Beiswanger is spending a few weeks at the factory preparatory to starting out on his first trip.

Eugene Fondeville, head of the A. J. Fondeville & Co., New York, has sent word to his office that he would sail for home on Wednesday, last, on the *S. S. Paris*, which is due to arrive here the middle of next week.

Arthur J. Bennett, president of the Cambridge Glass Co., Cambridge, O., arrived in New York Monday after a visit to Atlantic City, N. J. He leaves for Boston, tonight (Thursday). The trip is one devoted primarily to pleasure.

Edward Reiwald traveler for A. J. Fondeville & Co., returned to headquarters on Wednesday after campaigning for orders through the middle west.

Joseph Tharaud and A. W. Akin, with Herman C. Kupper, Inc., are due in New York next week from their respective territories.

George J. Higginson, with Johnson Bros., New York importers, sailed Saturday for England on the *S. S. Scythia*.

Miss Melita Moment, with Alfred G. Moment, New York, is back in the office again. Her mother, whose illness kept her at home last week, is improving.

George E. Hallgren, manager of the hotel department for Wm. G. Mueller, Inc., New York, is expected back next week, after two weeks' trip to the West.

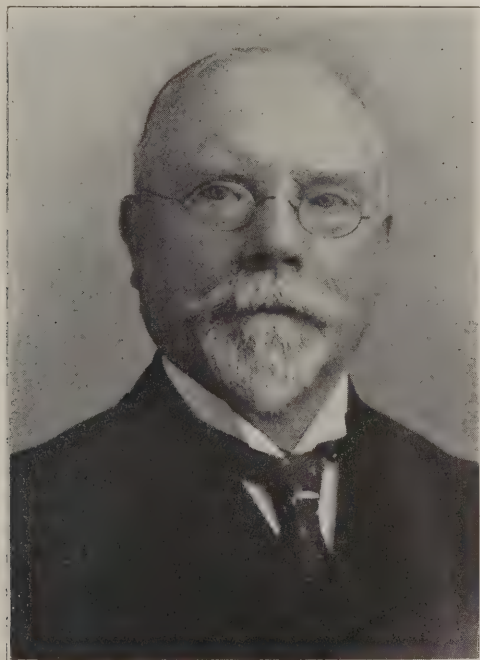
Fritz Bremmerrmann, of the St. Louis Glass & Queensware Co., St. Louis, Mo., was in New York last week.

H. Adler, buyer of furniture, glassware and silverware for H. & S. Pogue Co., Cincinnati, Ohio, was visiting the New York market last week.

OBITUARY

James Davison

The passing of James Davison, former well known china importer and brother of John Davison, head of John Davison, Inc., importers of English wares, 14 Barclay St., New York, at his home at Orange, N. J., on Tuesday morning, May 26th, will be received with extreme regret in the trade, in which he was held in the highest esteem, by a wide circle of friends. Mr. Davison was a man of most lovable traits of character, with always a kind word for everybody. In business he was ethical to a degree, standing firmly in all his dealings for everything which makes for business integrity. He had not been in good health for some years and during the past ten or twelve years failed perceptibly, due to the infirmities of his advancing years, which were aggravated by spinal trouble from which he had suffered for a long time. Mr. Davison had been confined to his bed since the middle of February, and for ten days prior to his death, the end was expected by his family at any moment. Mr. Davison who passed his eightieth birthday on April 14th, was born in England. He



James Davison

came to this country in 1865 as the representative of James G. Meakin. He continued this representation for a period of twelve years. During this time he also represented the Brownfield line. In 1884, William S. Pitcairn, who had been with the concern as salesman, became a partner in the business. Upon his retirement in 1889 to go into the importing business by himself, John Davison the present head of John Davison, Inc., took over his interest, the firm then becoming Davison Bros. Mr. James Davison retired on January 1, 1905, and the business has been continued since by Mr. John Davison, representing such well known lines of English wares as The Coalport China Co.,

Ltd., F. Winkle & Co., Ltd., Adderley's, Ltd., W. Moorcroft, Ltd., and Stevens & Williams, Ltd. The high regard in which Mr. Davison was held, was evidenced in a dinner given in his honor at the time of his retirement by the New York china importers, most of whom were competitors. At that time John J. Miller, head of Maddock & Miller, Inc., in presenting a silver loving cup from the importers to Mr. Davison said in part: "This little gathering has been called to testify in a small measure to the respect and esteem in which their honored guest is held by those present as well as by the trade at large. I could not if I tried, properly express my admiration for Mr. Davison, who is an example for all to follow. He is upright and square," said Mr. Miller, "considerate of his competitors, and an honest fisherman—which is the limit. His catch is always the least in number and smallest in size." Turning to Mr. Davison he continued: "You are about to leave us as a business man, but we hope you will not desert us altogether. You will be welcomed in our offices whenever it shall please you to call and we hope that it will be often. Only a few have gathered here today, because if all your friends had been invited the Hardware Club would not have held them, and it would have been a ship instead of this loving cup which I now present to you."

Funeral services will be held today (Thursday afternoon) at half past two at the home of his daughter, Mrs. H. L. Bruen, with whom he and Mrs. Davison made their home, at 41 Main St., Orange, N. J. Mr. Davison leaves a widow, one son J. Arthur, associated with his uncle John Davison in the importing business, Mrs. Bruen and his brother John.

Parker to Take Bride

Edward O. Parker, manager and buyer for Ovington Bros. China department, New York, is about to take unto himself a wife—an announcement which will be somewhat of a surprise to many of his friends in the trade, who looked upon him as a confirmed bachelor.

The bride to be is Miss E. N. Murdoch of 658 Carroll St., Brooklyn.

The wedding will take place on Tuesday, June 2nd, at the Baptist Temple, Brooklyn, at four o'clock in the afternoon.

After a honeymoon trip Mr. and Mrs. Parker will make their home at 189 Maple St., Brooklyn, which Mr. Parker recently purchased.

Retail Stores Oppose Comparative Prices in Advertising Crockery

As an aid to the campaign which the Better Business Bureau of Terre Haute, Ind., is waging against the abuse of comparative prices in retail advertising, T. M. Overley, manager of the Better Business Bureau, recently wrote to a number of leading stores throughout the country, ask-

(Continued on page 22)

Guernsey Ware Co. Begins Work as the Globe China Co.

Mould making is under way at the plant of the Guernseyware Co., Cambridge, O., recently acquired by O. A. C. Ahrendts, president of the Atlas China Co., Niles, O., and his associates. A necessary supply of moulds is expected to be completed so that the making of generalware can begin next week.

The Guernseyware plant was originally planned to manufacture earthenware cooking utensils. It consisted of seven generalware or perodic kilns to which six were added when the production was turned into the production of hotel ware. An additional bisque kiln is to be erected at once and also an additional pair of decorating kilns, which will give the company a capacity of 14 generalware kilns and two pair of decorating kilns. Work on the kilns is under way.

In planning the addition to the original plant, buildings were erected to provide for 10 kilns additional. The construction is so arranged that only a small section of roof is necessary to be removed in order to install additional kilns. When fully completed the plant will represent a manufacturing unit of 17 kilns, and the addition of the kilns now in course of erection is the beginning of a program to this end.

The product to be manufactured will consist of a general line of semi-vitreous porcelain. A. O. C. Ahrendts, president and general manager of the Atlas China Co., Niles, will occupy the same official position with the Globe China Co., by which the Cambridge plant will hereafter be known. Mr. Ahrendts will divide his time between the two factories.

George R. Ahrendts, brother of President Ahrendts, will be in active charge and W. Earl Tritt, who has been superintendent of the Atlas plant at Niles will occupy a similar position at the Cambridge factory. The actual transfer of the Cambridge plant to the Atlas China Co., did not take place until May 21st.

Ross C. Purdy Resigns as Secretary of the American Ceramic Society

Ross C. Purdy has announced his wish to discontinue as secretary of the American Ceramic Society on March 1, 1926.

The Board of Trustees has been loath to grant his request and the members of the society will be disappointed to learn Mr. Purdy has found it necessary to give up the office in which he is serving the society so well. This announcement is not, however, intended to serve as a tribute to the splendid work rendered by Mr. Purdy who will continue as secretary of the society during the remainder of his term. When he leaves the office, he has promised to be as active in constructive service to the society as in the past. A successor has not yet been appointed.

Grant Sales Gain 22 Per Cent.

Sales volume of the W. T. Grant chain for the month of April this year showed an increase of 22 per cent, according to recently announced figures. This year the stores did \$2,329,708 in April, as against \$1,909,831 last year.

For the first four months of this year a slightly larger percentage of increase is recorded. Sales have advanced 23 per cent.

Kresge Will Open 3rd State St. Store

The S. S. Kresge Company will open its third store in the State Street section, at 26-28 South State Street, Chicago, it has been announced.

The company is already operating a 5-and-10-cent store at 10 South State Street and another store at 235 South State Street. In addition, this is the section in which the big department store, The Fair, controlled by Kresge interests, is located.

This Will Cement Them



WRITE a letter to each June graduate of your local High School complimenting them on their graduation. Make no mention of merchandise. A suggested style of letter would be:

Miss Louise Purdue,
Peterstown, Ind.

Dear Miss Purdue:

Permit me to offer our congratulations upon your successful completion of your studies at the Murray Hill School and on your connection with this year's graduation class.

As we grow older, we learn that the trail of our life is blazed with pleasant memories of childhood—of youth—of womanhood and manhood. We recall our first watch—our first picnic—our first party, etc. And among these memories none will bring more pleasant recollections than those of your graduation eve.

On this eve you leave behind the days of study and preparation and emerge into the dawn of the real world of accomplishment.

Whatever your choice of a vocation may be, our best wishes go with you for success, health, and happiness.

Yours very sincerely

Sign this letter with names of members of the firm.

Such a letter will help cement good feeling between retailer and graduates and parents, which in many instances will ripen into permanent business connection,

Price Average 155.3 Per Cent of the Pre-War Level

Prof. Irving Fisher of Yale University announces that last week's prices averaged 155.3 per cent of the pre-war level. The purchasing power of the dollar was 64.4 pre-war cents.

Crump's index number was 151.7.

Index numbers for the last five weeks follow:

	Fisher	Crump
May 17	158.0	152.0
May 10	156.2	152.8
May 2	154.1	154.0
April 18	157.8	155.6
April 11	158.1	155.5

They Will Like You



THE worth of these two suggestions will be apparent to the man who appreciates the importance of building good will for his stores.

Thank You Slips—Have your printer make some small cards or paper slips (not larger than 3½ x 6 inches—preferably smaller) with this wording: "We thank you for your patronage and payment and will be delighted to have you again visit our store."

If a bill is paid by mail enclose the slip in the envelope in which the receipted bill is returned. Wrap the slip or cards with the merchandise on cash purchases.

Don't Forget the Kiddies—It has been said that if you get the public to seek and to keep your advertising you have achieved advertising success. The best method of obtaining permanent value from your advertising message is to tie up your literature with a useful purpose.

For example, the next time you are issuing a circular or announcement print on one side a child's story—Cinderella, etc. On the other side print your circular or sale matter as it would regularly appear on the ordinary circular. Children will seek the circular—in fact quick distribution can be gained through having a boy or clerk take them up near the school entrance and give them out one to each boy and girl at the end of the school day. Such material is easily compiled—and if the pupils you desire to interest are older—you can print battle descriptions, especially of the late war.

Stern's Decreases Capital

Stern Brothers, New York, general department store, has certified to the Secretary of State to a decrease in capital stock from \$10,337,800 to \$7,500,000. The same company has also changed the par value of its stock from 75,000 shares at \$100 par value to 42,000 shares no par value.

F. W. Woolworth Co. Has 4,689 Stockholders

At the annual meeting of the F. W. Woolworth Company, held at Watertown, at which retiring directors were re-elected, there were represented 89 per cent of the 2,600,000 shares of stock. Stockholders now number 4,689, against 3,048 a year ago.

OWEN CHINA

PAINSTAKINGLY made, Scrupulously maintained. Appropriately decorated. Carefully packed. Properly priced.

That's Owen China's 1925 line.

The
Owen China Co.
Minerva, Ohio
Pattern No 853

NEW YORK
HERBERT & NEUWIRTH
Company Incorporated
25 West 23rd Street

GOLD MEDAL
ST. LOUIS
O.C.CO.
MINERVA, O.

CHICAGO
EARL W. NEWTON
and ASSOCIATES
9 North Wabash

A READY SELLER

Blue and White Canton China

Complete stock for immediate delivery at pre-war prices

Also Gold
Medallion
Nankin and
Chop Suey China.
Porcelains for
Lamp Mounts,
Etc. Write for
Price List.



Blue Canton Dinnerware

SOY KEE & CO.
Direct Chinese Importers

7-9 Mott St.

Chinatown

New York

Smith Ceramic Studios, Inc.

901-9 Monroe Ave., Rochester, N. Y.

Originators of

Unusual Creations in Decorated
China and Glassware

Salesrooms

NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg

BOSTON
Wilgus-Good Co.
10 High St.

Also Displays at

Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia

Bush Terminal Sales Bldg.
140 W. 42d St.
New York

What Is Right Amount of Capital?

(Continued from page 17)

"It is generally desirable for the retail merchant to sell on credit; but he should not give credit for more than thirty days."

If you are in the lookout for special sales ideas just keep in mind "Friday the 13th." The next one is due in November. Jot down in your advertising calendar a special ad for that date.

The Wilmington Dry Goods Company, of Wilmington, Del., did it last March, running a list of forty items—1300 separate pieces—that could be bought for thirteen pennies each and also offering 13 cents each for thirteen broken or cracked mirrors and 13 cents each for the first thirteen black cats brought to the store on the "unlucky day." As a result, the store was swamped with cats and broken glass ten minutes after it had opened—but crowds continued to come in all day, attracted by the unusual displays (in which all kinds of hard-luck tokens were featured) and the odd prices.

"The event," declares Sydney Nathan, advertising manager of the store, "created no end of talk and secured publicity for us in the newspapers that we couldn't have bought at any price."

Retail Stores Oppose Comparative Prices

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ing their opinion on this matter—and the replies he received were remarkably unanimous in their opposition to the use of comparative figures.

"Our store always abides by the rulings of the Boston Better Business Commission regarding comparative prices," wrote William H. McLeod, advertising manager of the William Filene's Sons Company, of Boston. "These rules do not prevent the stating the former price, nor any statement of fact which can be proved."

"Our experience has been that about as many ads are successful without comparative prices as with them and that there are about as many failures under both methods. One very great disadvantage of the use of comparative prices is that it provides a crutch for copywriters upon which they lean so heavily that they often break it.

"The elimination of comparative prices makes for better copywriting and, therefore, for more believable advertising."

W. A. Holt, publicity director of Bullock's, in Los Angeles, reports that "We stopped using comparative prices (with the exception of our 'Clearance' and 'After Christmas' sales) as far back as 1910. Later we stopped using them even in these sales."

"We have never missed them. In fact, we felt when we first stopped using them that their discontinuance helped to increase returns to our advertising."

"The first store on the Pacific Coast," states Horace E. Ryan, advertising manager of L. S. Ayres & Co., of Indianapolis, Ind., to abandon the use of comparative prices was the Emporium, of San Francisco. Contrary to expectation, its business immediately started upward within a year or so, it was the most important department store in the city. It holds that position, and there is no indication that their policy will be changed. Stix, Baer & Fuller, of St. Louis, abandoned comparative prices eight or ten years ago and, as can well be substantiated, retains its leadership as the most successful store in St. Louis.

"I could name a dozen of them—Filene's, of Boston; Bullock's, of Los Angeles, and our own store, which has more than tripled its volume since the abandonment of the comparative prices. I am free to speak for L. S. Ayres & Co., and will say that not only did our general business show a more rapid increase, but that strictly bargain advertising showed no decrease in immediate results after comparative prices were cut out."

"Personally, I have no quarrel with the merchant or the advertising man who insists upon using comparative prices, but I think you will find in almost every instance that he does so largely to make his job easier. When he decides to abandon their use, he must, of necessity, put more enthusiasm into his selling copy, and give his customers more information about what he is selling. The result is that customers have a more definite knowledge of the merchandise, and are more nearly sold from reading the advertisement than they would be from reading the one which simply claims that merchandise of one price was to be sold at a lower one, dependence being shouldered upon the difference in price rather than descriptions of the merchandise."

Stix, Baer & Fuller, in St. Louis, Mo., informed Mr. Overley that, "Since we have eliminated comparative prices our business has grown faster than ever before. We believe that the elimination of comparative prices has enabled us to build a reputation in the community such as we could not have built had we continued to use them."

"The policy has developed a confidence in our printed word which cannot be estimated and we would never again give even a thought to any consideration of using them."

"With the opinions of these merchandising experts to support us, is it any wonder that the bureau is determined to continue its fight to end the abuses connected with comparative prices?" asks Mr. Overley.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



SO far as the flint glass lines are concerned, all factories in this production are operating on very good schedules. New business is in favorable receipt, although there are some days when orders are admitted to be slow. The general tendency of the buyers seems to be to order seasonable stocks in rather fair volume, although some specifications are being forwarded from distributors for staples. In the blown section of this industry, new business is said to be holding up in good volume, the department stores reporting a rather active demand for this line. The decorated blown and stemware lines are selling in better volume than a year ago this season, so some of the buyers report, while the demand for colored glassware is also said to be from fair to good. It all depends upon the section of country referred to. Packers goods are in far better request than several months ago, and this is all due, it is pointed out to the advancing season. Factories in the Pittsburgh territory, also those in the Ohio and West Virginia districts featuring this line of merchandise are reporting a greater output, and as a result shipments are heavier. Lighting goods continue to be in seasonable demand, although the activity in this branch of the industry is not quite as pronounced as it is during the fall season. Department stores and lighting goods stores are the best buyers of this line just now. Decorated glassware, such as the novelty line continues to hold its own, and some of the decorators, declare that the sale of this line this year is quite ahead of the demand experienced a year ago.

The new tableware line recently placed on the market by the United States Glass Co., is proving to be a popular one among the buyers. This new line has been named "Community" glassware and is to be had in a full assortment of all utility items. The shape is different from anything heretofore designed by this company, and the line is now being displayed in all resident sample rooms. The glass is highly polished and is made of pot glass.

Taylor Brothers, Richmond, Va., are about to enter the glass manufacturing business, and will make a specialty of glass marbles, the line being developed with special reference to the syndicate store trade. This will be the second concern in the country to make such a line, the first factory making such a line being located in West Virginia.

The annual convention of the American Flint Glass-workers' organization will be held in Toledo, O., this year,

opening in July. At this time there will be discussions relative to proposed changes in the wage scale, and this convention will be followed by representatives of the workers and committees representing the manufacturers, meeting in Atlantic City later in July. Just what changes will be suggested in the existing wage scale in this industry have not been announced.

It will not be very long before officers of the Associated Glass & Pottery Manufacturers will again become active in making arrangements for the 1926 exposition, which will be held in the Ft. Pitt Hotel here as usual. Secretary J. M. Hammer has been in receipt of several inquiries of late about reservations for space next season, and all those received by the management of the Ft. Pitt Hotel are being turned over to Mr. Hammer's office. While all the former exhibitors will be found in their usual suites, it is now certain that a number of new lines will be listed by the Association next season.

The "Blue Danube" line of glass of the New Martinsville Glass & Mfg. Co., placed on the market last January has been in very heavy demand so far this season. This line is to be had in violet, black, amber and green colors. "This line is moving just as we expected," declares President Ira M. Clarke of the company. "When we first thought of a line of this character, we went after something different from that then on the market, and from the way it is moving, we did not miss our guess."

Pittsburgh Department stores have been very liberal contributors during the last week to the \$10,000,000 fund being raised for the construction of the "Cathedral of Learning." The Kaufmann Department Stores, Inc., and its officers are listed for a total contributoin of \$197,000; Joseph Horne Co., \$100,000; Kaufmann & Baer Co., \$75,000; Rosenbaum Co., \$76,750; Boggs & Buhl, \$63,000. Subscriptions are to be paid in five annual intsallements. The "Cathedral of Learning" will be 52 stories high, and accommodate 10,000 students. It is to be built opposite the Schenley Hotel in Bellfield.

An excellent business has been reported in the china and glass department of the Kaufmann & Baer department store as a result of their eleventh anniversary sale. Exceptional values were offered, and Jake Kohnfelder, buyer for this department made great preparations, to exceed the sale record for the previous anniversary sale week. It is said that the business of this house for the month of May will extend into the millions, so far as volume of trade is concerned.

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WHAT THE POTTERIES ARE DOING



IF anything, there was a better feeling in the general-ware industry during the last week. New orders were in slightly better receipt, but there was no especial demand noticeable for heavy shipments. All of the manufacturers are of the opinion that the higher priced border patterns are in best request, although here and there orders are being received for the more popular priced patterns. Some sales managers have announced that department store buyers advised them that it is not a question of price these days, but that the trouble lies in the retail demand being retarded. In the larger cities, the department stores are following about every scheme known to merchandising to move stocks, and as one buyer has put it, "we've run out of names for sales." All in all, however, mails during the early part of the week were improved over the volume of the previous fortnight. There has been no increase in production, and the output of the district, taking all factories into consideration remains on a basis ranging from about 65 to 75 per cent. Car lot business is not active, speaking in general terms, although some such business is being received by local plants. Less than car lot forwardings are remaining normal under existing conditions.

Following suggestions made during a discussion at the last annual meeting of the United States Potters' Association held in New York City, two representatives of the Bureau of Labor Statistics, Department of Labor, Washington, D. C., are now engaged in making a survey of the general pottery situation. These representatives are E. K. Frazier and P. H. Moncure. Their work is confined to the subject of labor costs as it has to do with production. It has been a number of years since a survey of the pottery industry was made by Federal Department representatives. The manufacturers and the Department of Labor are a unit in putting the current survey over, and as a result the two department representatives are being given every aid possible by the manufacturers.

The C. E. Wheelock Co., Peoria, Ill., was represented in the local market a few days ago. Mr. Wheelock first stopped at Carrollton, and was then driven to the East Liverpool district where he spent several days, being registered at the Elks Club.

"We're operating about 75 per cent. in all departments," suggested Roy E. Henderson, of the Carrollton Pottery Co., Carrollton, O. "Our experience is that the higher priced lines of open stock patterns are selling best, al-

though we are having a very good demand for all of our popular priced patterns. We also find that orders are not large in volume, but that specifications are more numerous."

A rather brisk demand prevails at this time for hotel and restaurant ware, according to the Hall China Co., the plants of which are now being operated on a rather steady basis. Their full line is declared to be in reasonable request. Jobbers are forwarding the company some very liberal specifications, which indicates to the company that distribution from local sources is holding up well.

Operations at the plant of the Hopewell China Corporation, Hopewell, Va., are on a basis of about 60 per cent. it is reported here. The plant in general is averaging three days per week, although production in the casting department is about on a full time basis.

Delegates are now being selected by all local unions affiliated with the National Brotherhood of Operative Potters to attend the annual convention which will convene in Atlantic City in July. The number of resolutions that will be considered by the convention has not been announced by the national officers of the Brotherhood.

Production of cooking ware has narrowed considerably since the plant of the Guernseyware Co., Cambridge, O., has retired from the field, and the property taken over by the Atlas China Co., Niles, O. At one time there were 13 kilns producing this character of ware at Cambridge.

Production at the plant of the Smith, Phillips China Co., continues on a basis in keeping with that of other plants in this district. The company this year is featuring its new Princess plain dinner shape in a number of new border decorations, and these open stock patterns are in every good movement with all dealers stocking the line.

A rather steady production as the general rule with the plants in the Sebring, O., district is disclosed. While the Sebring Pottery Co., continues to make a leading feature of its Barbara Jane ivory porcelain product, the several other plants are doing a steady business on their general lines. The several tunnel kilns being installed in this Sebring district will soon be in active operation, and this will result in an increased production for the district.

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What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

E. W. Hammond Takes Pride in New Designs in "Coronado" Dinnerware

THE new "Coronado" dinnerware shape which the Knowles, Taylor & Knowles Co., East Liverpool, Ohio, placed on the market for the first time in January, is said to be one of the most attractive sales propositions that this company has ever presented. The interesting fluted embossment adds much to the charm of this shape and makes possible a very lovely arrangement of border decoration, etc. There were over one hundred patterns originally and still more have been added recently. One of the most likable of the new designs utilizes the bird and tree motive in Chinese effect in the center of the plate. The colors are rich and vivid, the design, employing widespread tree with red flowers and with green leaves. A bird also is in the vivid reds, blues and yellows which lend themselves so well to this design. The same flower combination is utilized on the rim, one rose spray with two buds alternating with a single rose spray. Green hair lines border the fluted band and also finish the edge. Another pattern shows a conventionalized design a narrow band effect close to the edge. The colors are pale gray which verges on the lavender with touches of green and white. Black hair line borders the fluted band. A graceful vase filled with flowers arranged with natural fashion is the motive for another pattern. The flowers are roses, white and pink, and blue forget-me-nots and other blossoms in red, pale pink and dull yellow. A narrow gold band borders the inside of the fluted band on the edge. The same design is combined with blue bands instead of the gold. Another equally attractive decoration employs as a center motive a basket of tan with a formal group of flowers and leaves combining deep and pale colors, vivid red, blue and yellow and pale gray, and green. Another design is more conventional in its effect having three wide panels on which delicate pink roses, and green leaves are combined with a formal background which utilizes pale mauve and tan. These panels are joined by a blue hair line and wider blue band forms the edge. These designs are just a few of the many new "Coronado" patterns which E. W. Hammond is displaying in his showroom at 10 West 23rd St., New York City.

Cox & Co. Displaying New Designs in Homer-Laughlin Dinnerware

There are six new decorations in dinnerware shown by Cox & Co., 120 5th Ave., N. Y., and made by the Homer-Laughlin China Co., E. Liverpool, Ohio. Three designs employ panel patterns breaking into a blue hair line on the rim with blue edge. One of these panels employs a vase in blue, tan and red, filled with roses in deep pink. From this vase on either side are draped festoons of the same dainty roses combined with yellow, pink and

blue flowerettes. These are caught up on each side by a blue bird. A medallion composed by a central cameo, showing a head in white silhouetted against blue ground set in frame of gold combined with green leaves. On each side are baskets of flowers from which hang flowing blue ribbon bows. The third decoration of this group is composed of a blue heart with white daisies, framing two "love-birds" in green and yellow. A graceful pink ribbon bow trails on each side of the heart and mingles with sprays of pink and blue flowers. This dinnerware may be had with one or two medallions as desired. There are also some new border patterns. These are charming in color combination and arrangement. One consists of alternating panels, employing sprays of the pink roses and green leaves. There is one having tiny roses and green leaves combined with small blue and pink flowers on an ivory ground. Another design consists of panels with blue ground through each runs a tiny pink flower against black lattice, with tiny central medallion consisting of a single rose and blue ground framed with ivory. A touch of tan or old gold here and there adds to the richness of the design. Another pattern employs a band of pale blue stripes, the inside edge having a tiny border of tan dots and on the outside edge a narrow green band with white dots. This border is broken by alternating one inch and two inch panels employing sprays of roses and bluets on a pale blue ground. In still another decoration the narrow ivory band is used with panel employing rose sprays and tiny blue and pink flowers, a touch of old blue, black and red in convention motive complete this pattern.

New Dessert Plates in Wedgwood's Embossed Queensware

The name Wedgwood always associates itself with whatever is lovely and artistic in pottery. Among the new designs shown by Josiah Wedgwood & Sons, Inc., of America at 255 5th Ave., N. Y., is a large assortment of embossed Queensware dessert plates in rich new embossings. While these embossings are new to the trade, they are reproductions of models taken from an old mould chamber that had not been used for the past one hundred and forty years. The new patterns include a Florentine border, one in fan shape, the Derby and Walton designs, and some all over designs. These come in solid ivory tone with centers in hand painted ground-lays in floral and fruit designs. The fan embossing is particularly interesting being the executed in silver luster. The fan stands out richly against the silver of the background. There are seven dozen different styles and combinations of these embossed designs with various colorings and different center decorations. They are exquisitely handled and bear the stamp of skilled workmanship.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

"THE man who has held his own the first four months of this year has done well," a local commission man doing a general department store china and crockery business, stated today. "In thirty years here in Boston we have found it pays to carry good lines at a fair price and then stand behind your dishes. The trouble with the industry today is that there is too much slashing by the factories. A lot of cheap stuff is on the market. Of course when people buy ten cent pieces they feel they've had their money's worth when they go bad. But we can't do business on that basis. The trouble with admitting that business is bad is that your customers will begin to ask for price cuts. We haven't cut and are not going to. But the cheap stuff has taken a lot of our business. In time things have to come back and they will. I do not look for a lively summer. But the industry is on the upward trend. Savings bank deposits and insurance sales have increased heavily locally recently. That means people are making money and saving it. The tremendous building boom proves that they are also investing and building homes. These hopeful factors have never lied before. There is no reason to feel they do now. We are going to keep on our toes and carry quality through these quiet months. Thirty years have proved it pays. Business is slow now, but there is no reason why it should stay so much longer."

Among new businesses listed this week by the Boston Chamber of Commerce which are of interest to the glassware, crockery and china-ware and lamp trade are the following: E. C. McDonald Co., 592 Washington St., Canton, dry-goods; New York Chain Store, 132 A School St., Everett, dry-goods; J. H. Nagle Company, 1268 Washington St., West Newton, restaurants; Langdon's Art Shop, 731 Centre St., Jamaica Plain, art novelties; Opera Restaurant, Inc., 240 Hanover St., Boston; Leahy McDonough Co., 83 Broad St., Weymouth, electrical appliances; Toy Shop Tea Room, 46 Langley Road, Newton tea rooms.

Thirty-one years ago, in the early part of July, some hundred and fifty-odd confectioners held the eleventh annual national convention of their craft in Boston. On June 1st next they return to Boston for their forty-second convention. More than 60,000 wage-earners are associated with this industry directly. Their annual products are valued at half a billion dollars. In Massachusetts in 1923 the value of confectionery products was fifty millions according to the Federal Reserve Bank estimate. This trade is one that ties in closely in many ways with the crockery and glassware trade. Novelty containers of china and pottery for the retail stores; special dishes

for the home and table; the many dishes used at the cooking end of the business, etc. The prosperous condition of the confectionery industry is a good omen for all business. When people are buying generously of luxuries they must buy fairly well of necessities.

The Doten-Dunten Desk Co. have an attractive exhibit of novelty Dutch pottery candlesticks at \$3 in their windows this week. The pottery attracts many customers who subsequently become interested in the larger items of furniture.

W. R. Clafflin, manufacturers agent in glass and lamps, left Saturday for his much-postponed vacation. He will attend the Shriners' Convention in Los Angeles and return about June 15. "Joe" Pindar says he is going to use everything the trade has given him out in Hollywood; "lamps" for the beauties and "glasses" to increase his visual capacity.

Jones, McDuffee & Stratton have scored again with unusual windows. One exhibit this week shows china from China, England, Sweden, France, United States, Italy, and Germany, and glassware from Czecho-Slovakia and Belgium, and novelty pottery from Holland. The comparative craftsmanship and style of the different countries is well shown and the windows are proving good customer interesters. Other windows have been given over to model sets for the different meals. The breakfast set is particularly beautiful showing a Betley English ivory porcelain 42 piece breakfast set at \$22. The plates are octagonal and the "accessories" are exquisite. Another window shows the newly arrived Hatherton English semi-porcelain with 42 pieces selling for \$22.95. The dinner window shows the Royal Worcester service plates and Lenox bouillons. This idea of setting a window to a meal is one which has proved successful at Home Beautiful exhibits and is peculiarly susceptible of adaptation to department stores where the complete equipment for the dining room is sold.

Belgian Glass Industry Stronger

The plate-glass industry in Belgium is now operating at 65 per cent of capacity, and sales are sufficient to absorb the current output and to effect a gradual diminution of stocks accumulated during 1924. Conditions in the window-glass industry have also improved somewhat. Wages were reduced by 6.2 per cent on May 1. Producers using mechanical equipment are apparently prospering at the expense of hand-glass shops.

In the Household Utility Aisle

Some Practical Aids for Easier and Better House-keeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By BEATRICE MILLER WISNER

The "Marvel" Non-Electric Sweeper a Household Friend

ALTHOUGH an illustrious bard has said there is nothing in a name, still in modern times, a name means much when used as a trademark or slogan and often tells a story in a few words, leaving a lasting imprint on the mind of the consumer. The splendid non-electric vacuum cleaner, pictured herewith, styled the "Marvel," manufactured by the Marvel Co., Hammond, Ind., does marvelous work, exemplifying its name in efficiency, ready service and practicability. The "Marvel" is exceptionally well constructed, with strong aluminum castings beautifully polished, with high speed steel fan and sturdy mechanism to produce suction, self-adjusting bristle brush, rotated without belts or gears, nickel-plated steel parts, polished aluminum grip and heavy live rubber tires, and is equipped with durable fabric dust bag. These are some of the outstanding features of the "Marvel." This excellent non-electric sweeper is a real home necessity as the cost is within the reach of the most modest pocket-book. It is said the "Marvel" will satisfactorily clean rugs and carpets, taking up imbedded dirt, lint or bits of thread. Its economy in use and low price appeals to housewives who wish to husband their resources and possess a real household cleaner, that works with ease and is an everready utility. The "Marvel" is indispensable in the small apartment as it moves quietly, takes up little space and is easily carried from room to room. It costs nothing to operate, therefore, commends itself to every thrifty housewife.



separately in paper, packed twelve joints to a carton. It is made in full length joints, taper joints, and reducers; sizes three, four, five, six and seven inches. The elbows are adjustable, and nickel plated collars are furnished in the same sizes. This novel nickel plated stove pipe, harmonizes beautifully with the nickel trim on the gas stove and also with the white enamel, and keeps up the standard of cleanliness and sanitation of the culinary department.

A Useful Water Cooler

It has always been a problem of the housewife how to keep drinking water cool and ready for immediate use, in enough quantities for daily service. Bottles or other receptacles have been found very unsatisfactory when filled with water and placed in the refrigerator, as they easily upset and cause more or less annoyance and discomfort. A very attractive looking and altogether practical water cooler is manufactured by the New Delphos

Manufacturing Co., Delphos, O.



This is a boon to the housewife, as it comes in several sizes accommodating itself to any size of refrigerator. The illustration herewith gives an idea of the appearance of the Delphos water cooler, which comes in 1½ qt., 2 qts., 2½ qts. and 3 qt. sizes. This sturdy cooler is made of galvanized

material with zinc filler opening and cap. When the cooler is filled with water and placed in the refrigerator it will keep a uniform cool drink with no additional cost. Painstaking housewives, who pride themselves on making tasty cool lemonades, orange, grape fruit or other beverages, will welcome this new addition to the household as a useful and practical water receptacle; keeping water in a healthful, cool condition, always ready at a minute's notice. This cooler is also an excellent utility in the sick room or nursery—a real home necessity.

New Idea in Gas Stove Pipe

One of the newest utilities and a very practical one, is the nickel plated stove pipe which combines good looks with usefulness. This pipe is highly polished and takes the place of the unsightly black stove pipe. It will remain sanitary and attractive even in the face of smoke dust or greasy air that may arise in the kitchen. It is called the "Security" polished nickel stove pipe, and is manufactured by the Metal Specialty Co., Third and Liberty Streets, Pittsburgh, Pa. It has security locked seams, and each joint is seamed ready for use, wrapped

A Practical Filtering Flue

The Acme Filtering Flue, manufactured by the Commercial Gas Appliance Co., 213-215 Guilford, Ave., Baltimore, Md., is designed to relieve disagreeable cooking odors arising from the gas cooking stove, and also to protect kitchen walls from grease, etc. This device is simple in construction, comes in all sizes and no tools are required to adjust it. Taking a hand impression of the size of the vent, by placing a piece of paper over it, will give the size and shape of the vent opening. The "Acme" filterer saves the expense of repapering walls and repainting, is neat in appearance and fits perfectly over any vent.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CHICAGO retailers are reporting improvement in business with the arrival of the annual spring re-furnishing season and the close proximity of the June bride season. Retailers here this week are featuring the approaching wedding month, specializing on items for furnishing the bride's home as well as wedding gifts. This week Marshall Field & Co. opened their "Wedding Gift Rooms" where they will offer until June 6, gift items taken from various departments of the store, but all suitable for wedding gifts. Burley & Co. this week were selling Maddock Majestic, New Cauldon patterns and Victorian ware, with special emphasis on the "Bride's Dinnerware." Carson, Pirie, Scott & Co. grouped a number of imported dinner sets from France and Bavaria at \$37.50 per set, ranging from 92 to 100 pieces each. This is "Homemakers Week" at Mandel Brothers, and sales are under way in all departments where furniture and housefurnishings are sold. Imported china dinnerware sets of 100 pieces were sold here for \$40. The Fair this week is offering instructions in the making of linen, "Crystalline" lamp shades, in their lamp department. Dinner sets of 51 pieces, domestic make, sold here for \$7.95. Eighteen piece table glassware sets, consisting of

six tumblers, six iced tea glasses and six mineral water glasses, sold for \$1.29 per set at the Leiter Stores this week. W. A. Wieboldt & Co., in their outlying department stores, held a sale this week of lamps and shades, announcing a big purchase of manufacturers stocks. The Davis Store featured this week utility glass sets, consisting of three ice box dishes and cover at 49 cents. This special was offered but one day. Hillman's Department store sold dinner sets of 32 pieces this week for \$4.95, advertised as regular seven dollar values.

T. A. McNicol China Co. has reserved space 210 at the National Housefurnishing Exposition to be held at the American Furniture Mart, beginning the third week in June. The directors of the Exposition report seventy exhibitors to date who have taken exhibit space. Among them are the Bellaire Enamel Co., Roman Ornamental Metal Co., W. C. Redmon & Sons, Finestone Factories, Aladdin Mfg. Co., The Armor Bronze Co., Art Industries, Inc., Artistic Brass & Bronze Co., Beardsley Studios, Borin Mfg. Co., Columbia Metal Products Co., Daison Mfg. Co., Clements Mfg. Co., and the Art Metal Works. This exhibit of housefurnishing goods, held semi-annually, is conducted at the same time and in the same building as the semi-annual Furniture Market, which always draws an attendance of more than seven thousand buyers. The department store buyers have been invited by direct mail correspondence as well as trade journal advertising, to come to Chicago for the Housefurnishing Exposition.

Some improvement was noted in the wholesale business during the week. Some of the factory agents and local representatives, report an increase in the sale of both dinnerware and glassware. The volume was not large, but still indicated an opening of buying. Retailers stocks are said to be low at this time and buyers placing orders in a good way. Merchandise managers of the big stores, however, have been curtailing confirmations to some extent during the past two months.

Among those who have recently reserved space in the coming Chicago Gift Show to be held at the Sherman Hotel the first week in August are: The Ira A. Jones Co., Frank B. Tinker, W. C. Owen, Inc., Geo. R. West & Sons, and the J. H. Stouffer Co. Many lines of glass, pottery and lamps will be on exhibit at this show, as well as complete showings of metal goods, leather, pictures and art goods.

The Boston Store held a big sale of dinnerware, all American made, this week. The most unusual value of—
(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and
Dinner Sets on hand at all times
Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street

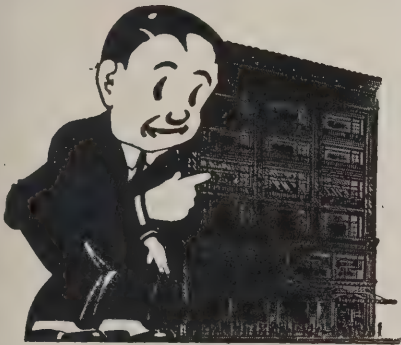
CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE
BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING
17 N. Wabash Ave.
Buyers are urged to inspect these lines

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.
Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.
Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezzer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to
ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House
Albright China Co., Room 25
Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

*A few words in this space will bring
in many dollars
Phone Wabash 860*

TO LET
Why not Move In?
Rent at Pre-War Level
Phone Wabash 860

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings
and Iridescent. Phone Central 3497

IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
Haven Company

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.
Office and Display Room
136 West Lake Street

MAKE THIS SPACE
Sell Goods For You
For Rates
PHONE WABASH 860

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, President
W. L. GERALD, Chicago Representative
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

SALES MEN WANTED

WANTED—Commission Salesmen (We are manufacturers)—We have certain territory outside of New York and New England open for Commission Crockery Salesmen of experience. Our several plants turn out a strong line of Domestic Dinner Ware and specialties—a diversified line of quality, and can give service that will satisfy your trade and get repeat orders. As a side line ours would prove one of satisfaction and profit. Address P. O. Box 184, East Liverpool, Ohio.

SALESMAN FOR METROPOLITAN DISTRICT

ATTRACTIVE opportunity to associate yourself with potteries making a superior line of dinnerware at popular prices. Glass line also available. State age and experience. Address box 481, CROCKERY AND GLASS JOURNAL.

WANTED—Man to handle advertised line of Hotel Ware on Commission Basis in territory South of Richmond and East of Mississippi River. Address Box 482, c/o CROCKERY AND GLASS JOURNAL.

Williamsburgh Flint Glass Co.

290 Broadway

New York

Manufacturers of

Lamp Chimneys
Shades

Lamps
Lantern Globes

Towel Bars

Linings for Mounting
Made to Order

Private Mould Work

Glass Factory Activities

(Continued from page 23)

The second fire within seven months has destroyed the plant of the Root Glass Co., at Terre Haute, Ind., according to information just received in this district, the loss being estimated at \$100,000. This time the No. 2 factory of this company was damaged. The company is one of the largest manufacturers of containers in the Indiana field.

With seasonable weather prevailing manufacturers of iced tea, lemonade and water sets are of the opinion that a heavier volume of business will be received on these lines than prevails at this time. While some business is being booked for these lines, the heavy volume is expected with the advent of warmer weather.

The news has been received that the Federal Trade Commission at Washington has dismissed its complaint against the Owens Bottle Co., Toledo, O., for the alleged violation of the Clayton act. It has been disclosed there

was no foundation for the charges being filed against the Toledo company, and after an exhaustive inquiry had been conducted by the commission.

Rapid work is being done on the erection of an addition to the plant of the Standard Glass Co., Bremen, O., which is controlled by those interested in the glass industry at Lancaster, O. The company has required additional space in order that its output of cut ware could be increased.

Production has been resumed at the plant of the Coshocton, (O.) Glass Co., which was recently thrown into idleness on account of a fire at the factory. The company is producing a general line of tumblers in connection with other items.

New Glass Factory Re-appraisal Law Passed in Ohio

Every glass factory and pottery plant in Ohio is to be re-appraised every six years hereafter according to a law passed at the recent session of the Ohio Legislature. Under the old law, a re-appraisal of property was only ordered by the board of county commissioners at the suggestion of the County Auditors. The same law causes a re-appraisal of every mercantile building at the same time.

The Chicago Market

(Continued from page 28)

ferred in the sale was 100 piece sets decorated with gold line edges, and border of gold roses, which sold for \$9.95. Other 100 piece sets sold up to \$30. Special in blown stemware two color optic at 24 cents each, were included in the sale.

Sol Ostrow, president of the Hopewell China Corp., left Chicago last Thursday for his home in Hopewell, W. Va., following a week's visit with his local representative, W. T. Darden.

"Bill" Lynch, of Taylor, Smith & Taylor, was among those showing their samples to the local buyers last week.

Edward Riewald, representing A. J. Fondeville & Co., New York, was in Chicago last week, with a new line of "jugs."

Harvey Moniger, of the Wellsville China Co., Wellsville, O., was in Chicago last week on business.

What the Potteries Are Doing

(Continued from page 24)

The plant of the Sterling China Co., Wellsville, O., is operating on a basis of about 75 per cent. This company is manufacturing a line of vitreous hotel china, and

B. F. DRAKENFELD & CO. INC.
50 Murray Street
New York, N. Y.

Sole Sales Agents to the Glass Industry for

American Smelting & Refining Co's

DENSE WHITE ARSENIC
Over 99% Pure



"America's Leading
Ceramic Material
House"

R. & H. Products

UNDER the famous "A1" trade mark are grouped superior materials that satisfy every demand of the trade in completeness and quality.

We specialize in Gold, Silver and Platinum preparations—we bring to bear knowledge and discriminating judgment in the selection of high grade Chemicals, Minerals and Oxides for every phase of the Ceramic Industry.

As a great degree of importance attaches to the selection of materials for Ceramic processes the R & H reputation for reliability is a safe and satisfactory purchasing guide.

THE ROESSLER & HASSLACHER CHEMICAL CO.
NEW YORK

CHICAGO PITTSBURGH CLEVELAND NEW ORLEANS TRENTON
KANSAS CITY BOSTON SAN FRANCISCO PHILADELPHIA

is gradually increasing it by the addition from time to time of additional items.

A readjustment of freight rates on flint and sand from Granville, Pa., to the eastern pottery district, which includes Trenton, is proposed in a complaint that has been filed with the Pennsylvania Railroad Co. The protest relates that for a greater distance from Granville to the Ohio pottery district, the rates from Granville are lower than they are from Granville to Trenton, which is the longer haul.

Appeal to Them

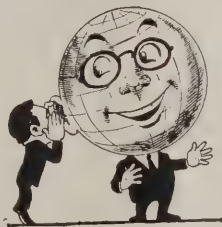


AN idea for June store advertising, is that of a letter-writing contest wherein awards are made for the first and second best letters on the subject.

"Why the Bride and Groom
Should Trade at Vincents."

Have the winning letters printed and then watch the records closely for new marriages. Send the bride and groom a nicely written personal letter of congratulations and call their attention to your store as a good trading place. Enclose printed copies of the winning letters, which will likely suggest needed articles to the inexperienced homemakers.

The World Old Habit



IF your store is in a suburb, or a small town, where residents have a wide acquaintance, you can use the different weddings in June as the basis for an unusual set of store advertisements.

Each time there is a wedding in your town devote your space in the newspaper to an advertisement in which you talk to the newly married couple. Head your ad:

Our Felicitations to Mr. & Mrs. Renard Sidney
Extend the usual congratulations and then follow with a talk on that portion of your merchandise which is of special interest to wedded couples.

The personal acquaintance of the residents with the wedded couples concerned gives a much greater interest to your advertisement.

Canadian Pottery Imports

Canadian imports of clay products from the United Kingdom during the twelve months ended February were reported as valued at \$3,524,220, a decrease of \$338,313 compared with the previous twelve months. Imports of British china tableware amounted to \$2,354,905, a decrease of \$149,931. Imports of china tableware from Germany during the ten-month period April to January, 1925, were valued at \$215,728, an increase of \$81,942.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.

French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.

The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Momen, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:

Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Porzellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

By

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45 EAST 17th STREET NEW YORK

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AS THE EDITOR SEES IT A NORMAL POINT OF VIEW

VOLUME of production in the crockery and glassware fields shows little change this week. In general conditions seem to be about normal for this time of the year, with indications that the Fall will see a notable increase in buying and production of both glassware and china. In spite of the inclination on the part of some among both importers and domestic manufacturers to bemoan the situation as "dull," there are many who admit that they "can't kick" that "we're doing pretty well." Some proudly announce a decided increase over the previous month or larger sales than the same period last year. The attitude of the business world seems to have returned at last to a realization of just what conditions we are justified in expecting. We are getting back to a normal point of view. As a New York commercial writer said recently: It is now pretty well recognized that while we are not likely to grow rapidly richer or to wax fat as the result of the establishment of a new heaven and a new earth in Europe, or as an outgrowth of the defeat of certain iconoclastic elements in the election last autumn, we are likewise in no great danger of an era when armies of unemployed walk our streets and business failures crowd upon one another's heels.

CALMER judgment has finally recognized the fact that after all our executives have been pretty careful in accepting the boom talk that was so current some months ago and that as a result stocks have not been accumulated to any great degree. Goods are meantime being absorbed by actual consumers at a fairly regular and reasonable rate, and in the absence of widespread crop failures there is good prospect, it is now pretty well understood that we shall move forward at a fairly satisfactory rate for some little time to come at any rate.

NOW that the business community has thus come down to earth it would be well if some really sober thought were given to the future. No one is at present under the necessity, on the one hand, of making strenuous effort to satisfy demand for goods that can only with difficulty be met or, on the other, of packing away machinery in white lead and finding some means or other to carry through a period of harassing depression. Is it not possible, therefore, for the men of light and leading in all departments of the business world to find the time for some planning of public policies that can be depended upon to maintain us upon our relatively advantageous present footing and lay the groundwork for progress toward better things at a later date? The need for some such action is certainly urgent enough at the present moment and it does not require a great deal of foresight to recognize the fact that that need is likely to grow more urgent rather than less so as Europe gradually works its way back to normal conditions of productivity and trade. It is indeed not too much to say that the easy going attitude that we have developed of late years gives every evidence of proving wholly untenable in years to come.

IN the realm of domestic affairs there is urgent need for improved taxation systems, national, state and local; we simply cannot afford to go on much longer wasting our substance in sundry useless and expensive Government operations of one sort and another, to say nothing of permitting the process of further expansion of such activities to continue; large transportation, shipping and banking problems press for solution, and in addition there are a good many broad questions that may or may not call for legislative attention but which do demand intelligent and more or less concerted action by the business community itself.

What About Special Sales?

SEVERAL weeks ago two men, well known to the retail field took up the question of "Are Clearance Sales Beneficial or Injurious?" These men were T. K. Kelley of the T. K. Kelly Sales system and W. N. Taft of the Retail Ledger. Mr. Kelly who spoke for special sales, said in part as follows:

First, I am defending sales properly conducted, sales based on 100 per cent truth in values. It goes without saying that the very things which are necessary to anything in life or in business can be abused. We all have got to admit that we have got to eat to live, but because many of us live to eat we have big industries built on selling and reducing records. A great many doctors are devoting their time to teaching people how to diet. Innumerable ailments are declared to result from food. Yet we must have food. Our trouble comes not from the use of food, but the abuse of food.

The same is true of sales. Most of those who think they are opposed to the use of sales are really opposed to the abuse of sales.

Here are a few points that I want to bring out.

What is a properly conducted sale?

First, a sale properly conducted is one that is based on 100 per cent truth in values and prices.

Second, it increases the volume of business sufficiently to justify the investment.

Third, it broadens the territory from which you normally draw business.

Fourth, it demonstrates to the public that they can receive just as substantial buying advantages as they could secure from any other source, local or metropolitan. This includes house-to-house canvassers and mail-order buying.

Fifth, it stimulates the vision of your business opportunities.

Sixth, one that stimulates the sales force and gives them also a new vision of the possibilities of their work besides re-selling them.

Seventh, one that relieves the store of the merchandise that would otherwise be carried at a loss to a later season.

Some fourteen years ago in our city one of the owners of a fair-sized store there called his friends and creditors together and said. "I am about to retire from business. My liabilities are much greater than my assets. Consequently I have got to compromise with my creditors or turn over my business to them."

His friends and creditors advised him to go on. They suggested that he have a clearance sale. He said: "I am opposed to sales. I have been in business for years in this location and I have never had a sale in my experience."

Finally, after some argument, they decided to encourage him further to have a sale and he did.

I have a letter from that store. I was told by a representative of the R. G. Dun Company a short time ago that that store last year made a cold million dollars' net profit.

I would like to pass that over as evidence No. 1. This store, after earning a cold million dollars last year, to my knowledge, now holds six or seven special sales each year. They are in a department store. They are just one of many that I know of.

On June 16, 1924, Marshall Field & Co. stated in the *Chicago Tribune* that ever since their inception in business they have had a sale upon some certain line of merchandise. Here is a letter from them about sales:

"The fact that we have had many special sales would, of course, indicate that we think they are advantageous. For the most part the goods so often are those which we for one reason or another are able to purchase at less than usual price and therefore able to offer at less than usual prices. To create wide assortment at certain seasons of the year, such as January linens, February shoes and furniture, August furs, and so forth, we add a large part of our regular stock as an inducement for business at times when business ordinarily would be dull.

"Our answer in brief is this: Special sales, provided they are not overdone and provided they offer genuine special advantages, are honest and legitimate, and are justifiable in the conduct of a retail business."

How can we question sales when such an authority like that comes right out and explains the situation?

We might think that sales stimulate only the men in the big towns, the large cities, like Wanamaker, of New York; Marshall Field, of Chicago, and that cities of that size can only afford sales. But Mr. Garver down at Strassburg, O., has built a wonderful business—I don't know how much he does, but I understand it is way over a million dollars in that small town—and here is what he says about it. He writes me under date of February 3, 1925:

"I have your letter asking for my opinion of sales. They are a good thing if conducted in the proper manner, providing that they are not held too often. We manage to hold about four sales a year and have a good excuse for each one of them. We never hold a sale unless we buy specialties for it. Even when we have our January and July clearance sales we buy special merchandise to spice up our offerings. It is not a policy of ours to sell merchandise at cost or at base, for such a policy only serves to hoodwink the public and in the end it is detrimental. The public does not expect the merchandise to be sold at cost and never under cost and seldom believes it if it is claimed."

I wrote a friend of mine in Minneapolis a short time ago. I claim he is one of the best business men in the country. He is president of the L. S. Donaldson Company, one of the largest department stores we have west of Chicago. He writes me:

"I thank you for your letter of the 12th, and will say that we think special sales conducted along the right lines are a good thing for any store. They popularize the store, wake the clerks up, keep the stock in condition and show signs of life."

To Buyers
Everywhere



Midsummer House Furnishing Exposition in CHICAGO June 22—July 18, 1925

You are cordially invited to attend the National House Furnishing Exposition, Chicago, June 22-July 18, 1925.

This remarkable exposition will occupy the first floor of the new \$10,000,000 American Furniture Mart Building and will be held concurrently with the semi-annual furniture market in Chicago.

Make your plans now to spend at least three days at this exposition. Here you will find America's leading displays of House Furnishing lines, Art and Glass-

wares, Toys, Pottery, Lamps and Radio supplies.

This gives you an opportunity to examine, at a minimum expense of time and effort, a wide range of merchandise which you can sell to a decided advantage.

TO MANUFACTURERS—As this magazine goes to press there are only a few choice spaces unreserved. This offers you an extraordinary selling opportunity at a minimum cost. More than 9,000 buyers will attend this exposition. Wire your application at once, for floor space to

NATIONAL HOUSE FURNISHING EXPOSITION

SPEARMAN LEWIS, *Managing Director*

AMERICAN EXPOSITION PALACE

AMERICAN FURNITURE MART

666 Lake Shore Drive, CHICAGO

A. R. SHAFFER, *Director of Sales*

D. E. CRUM, *Exhibit Manager*



What About Special Sales?

(Continued from page 14)

Now in small towns I could give you the same evidence as I can in large towns, but here is the point: In small towns and medium-sized towns, if you are going to continue to let the big city stores, the chain stores, take your business, your boys and girls will not stay in the small towns.

We have got to build the medium-sized town. We have got to show the people that our stores deserve their patronage, they are entitled to patronage, that people can buy merchandise as cheaply in your store in the small town as they can in the big city store.

You are going to wipe out this young generation, you are going to have them going into the big cities, out of employment, walking around with nothing to do, leaving the home towns, leaving your farms; and you retail merchants are carrying a big load of responsibility along that line, and if you are to carry that responsibility in a successful way, you must have your sales two or three times a year.

I read in one of the big merchandise papers the other day about a merchant down in Niagara Falls, Ontario, having a sale. He advertised men's overcoats for less than \$5, suits for less than \$4, woolen underwear for 69 cents—all such prices as that. A merchant on this side went over and visited the store and he had no one in the store.

He said, "What is the matter?"

The merchant said, "I don't know. I offered my merchandise cheap enough."

The whole reason why that man did not have a big crowd there to sell that merchandise to and clean that store out in one day was the fact that he did not make sufficient preparation before he opened that sale, and did not tell the people the truth.

The public to-day demands 100 per cent truth.

I know any number of merchants who condemn sales. "You can't get business in my store." Do you know the reason why? Business is quiet Tuesday. Trade is a little dull Wednesday. Then they make their minds Wednesday afternoon, rush down to the newspaper and want a sale to open Saturday. You can't do that.

I have seen places and sales where I have taken two weeks for preparation. Just an example to show what sales will do in consuming merchandise.

One time in Winnipeg, Manitoba, some years ago we were having a clothing sale there. A gentleman came into the store who was a missionary. He took care of the prisoners that came out of Stonewall. He came into that store. "I see you are having a sale. I notice it in the newspaper this morning. I have twelve prisoners getting out of jail today. I want to buy some clothing for them. I can't pay much for them. When they come out they will have prison suits with no pockets in them. Consequently, I don't want people to mark them as convicts."

I told him to bring the prisoners down to the store. We

had some merchandise that had been in the store for some little time. He bought a dozen suits, furnishings, outfits.

There is where he was consuming some merchandise. That sale was noticed in the newspapers.

I will cite just a few more examples here.

Take Frank & Seder, of Detroit. They wrote me a letter under date of January 21:

"We have had a great many special sales, both department and store-wide. They have been very largely responsible for the growth of our business."

They have a store in Pittsburgh, one in Philadelphia and one in Detroit.

"Sales not only build up volume, but make regular customers as well," they say. "In fact, I know of no other way to place a popular price store on the map."

When you come to realize that, in an article I read a short time ago about Mr. Selfridge, of London, England, you will realize the value of sales. He claims that throughout the British Empire today they are having more special sales than ever. They find them an absolute necessity. They find they are making a profit through them, and they find they are creating a lot of new customers.

What about the department stores in this country? Why do they have a postoffice in their stores? I was told a short time ago by one department store owner that his postoffice cost him in the neighborhood of \$8,000 a year expenses. He said they had seven people in the postoffice.

"Why do you lose all of those thousands of dollars?"

"I get the people in my store. They come in and buy postage stamps; they get their parcel post. They use the postoffice, and while in there they see other merchandise."

What does a sale do that is honestly and cleanly conducted? It gets the people into the store.

You take your sales advertisements with the words properly chosen and it will paint many pictures that otherwise will remain locked in their brain about your store, but you develop that idea in the public mind in the manner in which you describe your advertisement.

Do you know what you should do next to make them right? You should use some direct mail advertising. Make it personal. There are so many opportunities—so many of them—of using personal advertising besides the newspaper, because then you make that personal appeal to people. Any time they get a letter with their name filled in properly and that letter is worked out in a personal way, telling the truth about your merchandise, backed up with newspaper advertising, you are making that personal appeal.

And the next thing in sales is to train your salespeople. Don't have a sale bill and have it hung up around the store without explaining it in detail to your salespeople.

General Nelson A. Miles, who died recently at the age of 86, before becoming a soldier was a salesman in a Boston crockery store. This was at the outbreak of the Civil War.

The "Elbe" Assortment



An assortment of exquisitely decorated Bohemian Vases and Novelties without a peer. Every piece in the Assortment is individually treated; the designs are all hand-painted in colors and enamels and silver-deposit effects.

THIRTY-THREE MOST ATTRACTIVE PIECES SHIPPED AT ONCE
FROM OUR BALTIMORE WAREHOUSE

\$46.00 Net

The Geo. H. Bowman Company

Importers—Manufacturers—Distributors

China—Glass—Aluminum Utensils—Toys—Toy Sets
Cleveland, Ohio



"GOLDEN STATE"

(Trade Mark)

THE accompanying illustration shows one of our new patterns on Spode's Flower Embossed shape. Decoration is carried out on the embossment in rich underglaze enamels, painted in various colors, orange, red, purple, green and blue in lovely warm tones, in all producing a charming and quaint old world effect.

Stock to arrive this month, and will be carried in full dinnerware and tea ware in New York.

Send for samples and prices.

Samples available now.

COPELAND & THOMPSON, Inc. 206 FIFTH AVENUE
Bet. 25th and 26th Sts., New York

Buyers in New York

MAY 27TH, 1925

C. H. Hurlburt, china, silverware, D. M. Reed Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance)

H. C. Zollinger, silverware, W. R. Zollinger & Co., Canton, Ohio, 105 Grand (Jay & Co.), Pennsylvania.

MAY 28TH, 1925

W. R. Scarlett, silverware, Houghton & Dutton Co., Boston, Mass., 1150 Broadway (F. Lilienthal & Co.).

A. H. Riker, house furnishings, china, lamps, toys, Wurzberg D. G. Co., Grand Rapids, Mich., 105 Grand (Jay & Co.).

G. Lamson, silverware, Sage, Allen & Co., Hartford, Conn., 315 4th Ave. (D. G. Alliance).

JUNE 1ST, 1925

M. A. Schwartz, china, toys, glassware, house furnishings, Golden Rule, St. Paul, Minn., 128 West 31st St. (American Retailers' Ass'n.).

JUNE 3RD, 1925

W. W. Taylor, house furnishings, toys, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance)

E. H. Collins, silverware, Josin Dry Goods Co., Denver, Col., 23 E. 26th St. (W. T. Knott).

A. G. Sharpe, house furnishings, J. L. Hudson Co., Detroit, Mich., 1440 Broadway (Retail Research Assn.).

C. H. Trueman, house furnishings, L. S. Ayres & Co., Indianapolis, Ind., 1440 Broadway (Retail Research Assn.).

B. Mehlman, china, glassware, Boston Store, Milwaukee, Wis., 128 W. 31st St. (American Retailers' Assn.).

B. Koffler, toys, M. Silverman & Sons, Philadelphia, Pa., 126 Madison Ave., Pennsylvania.

Did You Ever Stop to Think

That it takes time for any business to build a reputation for square dealing that is strong enough to insure a steady growing business.

That the success of every business depends on its gaining its reputation by honest advertising and living up to its advertisements.

That good advertising commands attention and helps to sell what is advertised.

That advertising appeals to the buyer.

That attention-compelling attractive, easy-to-understand advertising brings the buyer in.

That the business of advertising is to help your business; if properly written, it will do the work.

That the only way to keep a business before the public is by constant advertising; the public is forgetful.

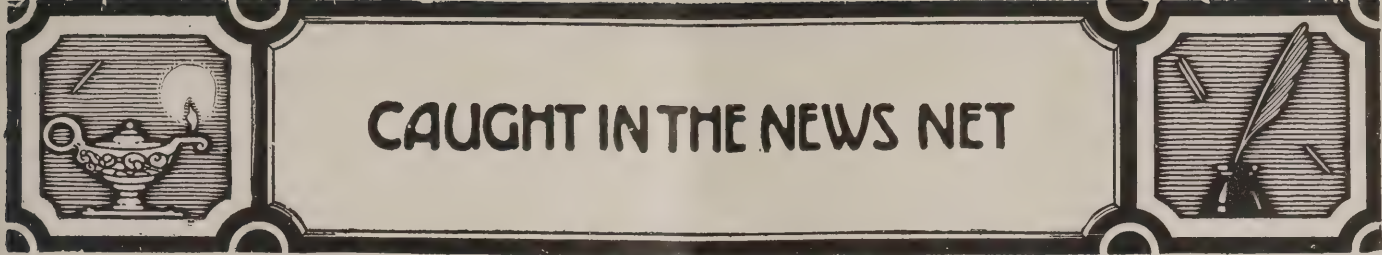
That whenever a business concern takes their name from public view, it means an immediate loss to them.

That it must be well written, truthful and advertising something worth-while.

Good advertising increases business because it tells the public what you have to sell and shows the advantage of having your goods or service.

April Construction Shows More Gain

Building plans in New York State showed a further advance in April. Permits issued in 21 cities of the state were valued at \$122,000,000, 16 millions more than in March. This April was also well above a year ago when there was a sharp decrease in activity after the high record of the first quarter. The gain over last year modified slightly the large difference in the amount of work planned in the two periods. The total for the first four months of 1925 is now not quite 25 per cent below 1924. This statement was issued recently by industrial Commissioner James A. Hamilton.



CAUGHT IN THE NEWS NET

A NEW line to be added to the list of domestic factories represented by Cox & Co., is that of the Huntington Tumbler Co., Huntington, W. Va., manufacturers of blown table glassware, etc. Samples from the factory are now on view at the Cox salesrooms, 120 Fifth Ave., New York.

E. W. Hammond left Monday night for a brief trip to East Liverpool to consult with the factory heads of the Knowles, Taylor & Knowles plant, which he represents in the local market.

H. J. Moscovitz has just acquired the representation of the Potters' Co-operative Co.'s East Liverpool line of dinnerware for the New York market. This territory was formerly covered from the factory direct. Mr. Moscovitz has just placed on display the first installment of samples. The complete line will be shown within the next week.

Charles Phillips, of Phillips, Thistle & Smith, is spending this week in East Liverpool, taking up special matters with the Smith-Phillips China Co., whose line his concern represents in New York.

Harry S. Clarke, salesman for B. Tomby, sailed for Europe last Saturday to be gone for several weeks on a visit to the china factories represented by the Tomby concern in this country.

Louis Stenger, secretary to Chas. F. Boehler, of the Seneca Glass Co., Morgantown, W. Va., passed through New York on Monday, on his way back to the factory, after spending a few days' vacation in Connecticut. He stopped in between trains for a chat at the office of the concern's New York representatives, Phillips, Thistle & Smith.

Ed. Craig, New York representative for the United States Glass Co., spent a few days last week at the head office of the concern at Pittsburgh, Pa. He returned to New York last Saturday morning.

S. E. Thompson, of Copeland & Thompson, Inc., returned last week from his middle western trip. He planned to leave New York Wednesday evening for Montreal from which city he will sail today (Thursday) for England, to visit the Copeland factory, represented by his concern in this country.

Campbell, Robert and Lois George, children of the late W. S. George, visited New York this week on their way to the commencement exercises of their sister, Janet, who graduates from "Miss Ely's School," Greenwich, Conn.

E. Torlotting, of E. Torlotting, Inc., importers of several well-known European lines, plans to sail next Thursday aboard the *De Grasse* for a three months' trip abroad to visit the plants he represents here, where he will arrange for new sample lines, etc. Mr. Torlotting, whose health is steadily improving since he suffered a nervous breakdown several months ago, will be accompanied on the trip by his wife and young daughter. The business will be in charge of his son, G. Torlotting, during his absence.

Eugene Fondeville, head of A. J. Fondeville & Co., Inc., New York, arrived in New York Wednesday on the *S. S. Paris*, after a trip of several weeks to the European factories which he represents.

E. H. Truemann, who until June 1st was buyer of house furnishings, china, glass and tops for the Lion Dry Goods Co., Toledo, O., has taken a position with L. S. Ayres & Co., Indianapolis, Ind., as buyer of the same lines.

Felix Kohn, formerly with the Hartman Furniture Co., Minneapolis, Minn., also with Hillman's, Chicago and now located with Kaufman, Straus Co., Louisville, Ky., feels quite at home in his new position, as he was at one time connected with Herman Strauss & Co., of the same city.

Joseph Tharaud, with Herman C. Kupper, Inc., returned to New York Saturday.

Word has been received from Alfred G. Moment, importer, that he reached Paris on Monday of this week, where he will spend some time consulting with the heads of the factory at Limoges.

Charles Patton, with Edward B. Dickinson, Inc., left New York for Kansas City and adjacent territory last Friday.

Frank W. Merry, president of the Indiana Glass Co., Dunkirk, Ind., arrived in New York last Thursday for a few days' conference with the firm's New York representatives, Horace C. Gray Co.

Fred C. Reimer, of Fred C. Reimer Co., Inc., New

York, returned Monday from a trip through the South and West. Mr. Reimer said that he found conditions fairly satisfactory in that part of the country.

F. W. Cox left New York Wednesday for a short trip through the South, where he represents the firm Copeland & Thompson, Inc.

W. J. Craig, with Copeland & Thompson, Inc., returned from the Pacific Coast Monday.

Harry Leyland, of Percy M. Leyland, Inc., returned to New York from a southern trip last Thursday.

John L. Pasmantier & Sons to Represent Crooksville Line

One of the important developments in the trade during the past week, was the announcement of the Crooksville China Co., Crooksville, Ohio, that John L. Pasmantier & Sons, 5 West 20th St., had been appointed exclusive representatives for their line for the Metropolitan district. The Pasmantier firm is well known and well liked throughout the trade and their appointment as agents for the Crooksville factory, which enjoys an excellent reputation in the trade for the quality of its ware, will undoubtedly prove a most satisfactory arrangement for both parties concerned.

Elaborate preparations are being made by the Pasmantier firm for the taking over of the line. A beautiful salesroom in keeping with the quality of the Crooksville ware and fully as large as the one which they use for displaying their own line of decorated dinnerware, is being built at the rear of their present salesroom for the exclusive display of the Crooksville line.

This alteration to their building necessitated closing down a part of their decorating plant, which despite orders on file, enough to keep running full, they were obliged to do in order to take care of the work.

They expect everything to be in apple pie order in the course of two or three weeks when the complete Crooksville line will be placed on display.

Crockery Board of Trade Adopt Memorial to the Late James Davison

At a meeting held last week the Crockery Board of Trade, New York, mourning the loss of its former president and faithful member, James Davison, whose death occurred on May 26th, adopted the following memorial:

JAMES DAVISON

From the inception of this organization, continuing after his retirement from business and until he was incapacitated by illness, he was constant in his prompt attendance at the meetings of the Board; a faithful, valued and honored member. He served as president in the years 1908 and 1909; was continuously a trustee and member of the Executive Committee and most conscientious in the performance of all his duties. He was held in high esteem and affectionate regard by his associates and the trade

at large, and known to be a man of honor, integrity and truth with the added grace of genial friendliness. His admirable qualities endeared him to his friends and they will cherish his memory.

To his family we extend our sincere sympathy in their bereavement.

Those in attendance at the funeral of Mr. Davison, held at his late home, Orange, N. J., last Wednesday were: John J. Miller and Mrs. Miller; Joseph Hurd, wife and daughter, Wm. Q. Wilcox, Harry L. Seixas, John J. Hines, Robt. Slimmon, Hugh C. Edmiston, L. S. Owen, W. H. Hamilton, P. W. Millelot, Howard R. Handy and F. Calvin Demarest.

Senator Nathan Straus Entertains Employees

On Saturday, May 30th, Senator Nathan Straus, Jr., head of Nathan Straus & Sons, Inc., New York, well-known importers of china and glassware, entertained all the employees of the concern at a dinner and dance at the Prince George Hotel. The occasion was a very enjoyable one and the employees of the concern made the best of the opportunity to present to Senator Straus a token of the esteem and goodwill which they bear him in the form of a gift of a gold fountain pen and a pair of marine glasses. R. E. W. Wells, presented these gifts, which came as a complete surprise to Senator Straus and touched him deeply. Leon Sultan, sales representative for the concern and the oldest employe, also made a speech. Entertainers from J. J. Sheehan, who are well known to radio fans, added much to the enjoyment of the guests. The dinner was enlivened by songs set to popular melodies, words being written by various employees of the concern. One of the cleverest of these is quoted herewith: "East Side, West Side, all around the town, The folks all know and love him and are spreading his renown.

The grown-ups in the office,

The kiddies in the house,

All talk about this famous one—whom. (pause)

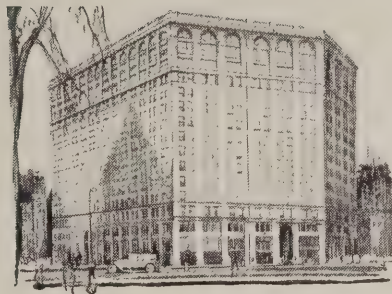
Why bless you—: Senator Straus.

Senator and Mrs. Straus, Wililam DeYoung Kay, recently elected vice-president and treasurer of the concern, were present. Senator Straus, accompanied by Mrs. Straus, expects to sail on Saturday, June 9th, on the *Acquitania* for six weeks' trip through Europe.

Mission China Co. Take Over Old Standard Plant

The Mission China Co., Los Angeles, Calif., have taken over the old Standard Pottery, of that city, and are building four additional big ware kilns to the plant, making it a six-kiln pottery. They are also building four decorating kilns. They will manufacture decorated and plain white dinnerware and hotel ware.

John Rowe, formerly connected with the pottery industry in East Liverpool and Zanesville, O., will be factory superintendent. Frank P. Howard, formerly with the



National Leaders Gather Here

IN NEW YORK, the really big leaders in housewares maintain their offices in The Fifth Avenue Building. Whether your special line may be art and gift novelties, earthenware, glassware, lamps or bathroom fixtures, you will find many firms displaying your needs. One buying trip in one building will suffice for your seasonal requirements. Pleasant surroundings, successful

associates, and convenient location make The Fifth Avenue Building the logical place to do all your New York buying.

Ten minutes from the Pennsylvania Terminal, thirteen minutes from Grand Central, all uptown and downtown New York within equal, or less, riding distance by subway. Buses and surface lines pass the door. Two elevated lines within two blocks.

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue, at Madison Square, New York

"More than an office building"

French China Co., and the Saxon China Co., Sebring, O., for many years has been made general manager, while Bently Pope, formerly of the Pope-Gosser China Co., Coshocton, O., will be made superintendent of the decorating department.

The new factory will be under the same efficient general management as the Mission China Co., as follows: Victor Kremer, President also President Vitrified Products Corp., and President. California Clay Products Co.; Arthur W. Savage, Vice-president, founder Savage Fire Arms Co., and Savage Tire Co.; Rufus Choate, Vice-president, formerly Chairman Harbor Board, San Diego, and Vice-president Union National Bank, San Diego; W. N. Hamaker, Treasurer, also Vice-president Continental National Bank and S. C. Hagen, Chairman, Advisory Board, also Manager, Foreign Department Continental National Bank.

Potters' Co-Operative Co. Reorganized

A REORGANIZATION of the sales department of the Potters Co-Operative Co., has been announced. Alex P. McPherson, for some years associated with the selling end of local plants, but for the last few years engaged in the hotel supply business in Detroit, Mich., is now in charge of the sales department of this plant. The former Chicago, Ill., office has been abandoned, and the line has been placed in charge of Louis Simpson & Co., of that city.

The Philadelphia, Pa., distribution will be in charge of Joe Tomlinson, where a complete sample line has been

placed on display in the offices of Mr. Tomlinson. The New York territory hereafter will be looked after by Harry Moscovitz.

It is also proposed to establish an office in Boston, Mass., and it is likely this arrangement will be completed within the next few weeks.

The southern territory will continue in charge of W. C. Brown, who is now covering that trade, showing a complete line.

In all the new sample rooms the new "Apollo" dinner shape will be featured.

Largest Order for China and Glass Ware

Specifications are now being printed for bidders on the china and glassware equipment of the new passenger steamship "Malolo" designed by Gibbs Bros., Inc., No. 1 Broadway, New York, and now being built under their supervision in the Cramps Shipyard, Philadelphia, to be operated by the Matson Navigation Co., between San Francisco and Honolulu.

As the "Malolo" is the largest high-powered ship ever built in America her bids for her equipment mean the largest steamship contracts that manufacturers have ever bid upon in this country with the exception of the "Leviathan" which was also equipped and outfitted by this same firm.

In the equipment of china the bids will call for 720 Salad bowls, 950 casseroles, 960 custard sets, 480 celery trays, 100 large meat platters, 1200 ice cream dishes, 2040



Pattern D 60

CROOKSVILLE
CHINA CO.
U. S. A.

"Satisfied Customers Keep Us Busy"

The Crooksville China Co.

CROOKSVILLE, OHIO
Main Office and Factory

EASTERN REPRESENTATIVE
Harry J. Bennett
Crooksville, O.

NEW YORK OFFICE
5 West 20th St.
John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
591 Palmer House
J. E. Boring
Representative

OWEN CHINA

Better Open Stocks

START them with short sets as specials. Boggs & Buhl sold 750 sets and then moved 10 dozen open stock per month.

The Owen China Co.
Minerva, Ohio

Pattern No. 855

NEW YORK
HERBERT & NEUWIRTH
Company Incorporated
25 West 23rd Street

CHICAGO
EARL W. NEWTON
and ASSOCIATES
9 North Wabash.

GOLD MEDAL
ST. LOUIS
O.C.CO.
MINERVA, O.

Carlsbad China

Porcelain Union

Carlsbad

(Czecho-Slovakia)

Factories at

Teplitz and Kloesterle

Leaders for the American market in
Dinnerware and Fancy Goods

jelly, fruit and pickle dishes, 7000 saucers, 9000 cups of various kinds, and over 19,500 plates of assorted sizes and uses. The total china for the passenger service will call for over 46,500 pieces. This does not include the china or glass for the crew.

All china is to be of the best grade. It will be decorated in band and lines with initial letters or monogram or insignia in two colors on the rim, with all designs proportioned to the size of the piece it decorates.

The china for crew service amounts to slightly over 10,000 pieces.

In the glassware section the specifications call for 600 salt shakers, 600 pepper shakers, 1100 glass trays, 416 syrup jugs, 300 preserve dishes, 2080 cruets, 640 sugar bowls, 1944 salt cellars, 1272 pitchers of 2 quarts each, 3000 oyster cocktail glasses, 6000 sundae dishes, and 22,086 tumblers of various kinds and sizes.

All tumblers for the dining saloon will be lead blown optic and fluted glass. In general, all tumblers and other pieces will have lettering or a monogram or insignia of the deep plate etched type. The tumblers will have polished punt bottoms, with post bottoms for stateroom glassware.

There will be a total of 42,300 pieces of glassware upon which bids will be asked.

"I believe these specifications," said William Francis Gibbs, "call for bids on the largest single order of china and glassware ever placed in the United States for an American-built ship. The total of china and glassware to be contracted for is just about 100,000 pieces—to be exact, it is 96,776 pieces. No expense or effort is being spared to make the 'Malolo' not only the largest high-powered ship ever built in America for the Merchant Marine, but the best equipped ship for luxurious passenger service that has ever left an American pier."

April Savings Deposits

The aggregate savings deposits reported by 895 banks distributed throughout the United States were \$7,792,447,000 on May 1, as against \$7,792,447,000 April 1, 1925, and \$7,299,103,000 on May 1, 1924. During April increases in savings deposits were reported in only the Richmond, Atlanta, St. Louis and Dallas districts, while in the two preceding months increases were reported in all except the St. Louis district.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



ACTIVITY in the flint glass factories continues, according to manufacturers, who also report that new business is in more liberal receipt at this time than was disclosed by records for the corresponding term last year. While the seasonable lines are in good demand, there is also a good request for the specialty line and also staples. In the latter instance, the movement of these goods is holding up well. There is only a fair movement in lighting glassware, but this is due to the season. Where building construction is active, the demand for this class of merchandise is in keeping with the building activity, but generally speaking, the line is now in as active request as it is early in the fall. The decorated line of glassware is in nominal demand, and new business is said to be sufficient to keep decorating shops in rather steady operation. The crystal lines are moving well, and especially the blown and stemware lines. Manufacturers of blown goods are operating factories in a good production basis. Portables are in fair request for this season of the year, the distribution being general.

C. M. Rodefer, of the Rodefer Glass Co., Bellaire, O., has returned to this desk, after attending the fifty-first annual meeting of the Ohio Chamber of Commerce, which met at Marion, O. Mr. Rodefer represented the Bellaire Chamber of Commerce at this meeting.

It has been reported in this district that the Rudge & Guenzel Department store at Lincoln, Neb., proposes to install a bargain basement. This may result in special glassware department being created for that part of the store.

John Harris, manager of the china and glass department of the Kaufman Department Stores, Pittsburgh, Pa., has been exceedingly active of late in arranging special stocks that were offered for sale this week on the occasion of the 54th anniversary of this famous store. For weeks the employes of this department had been arranging their stocks for this sale, which opened last Monday morning, and continued throughout the week. All department managers were bent on exceeding sales records for the 53rd anniversary sales week.

As soon as losses have been adjusted by the Inspection Bureau, it is said here that the Root Glass Co., which suffered a loss estimated at \$75,000 at its No. 3 plant, Terre Haute, Ind., will formulate plans for the rebuilding of the factory.

While it is the intention of the Thatcher Glass Mfg. Co., to continue work at five of its plants, some machinery is to be removed from the Clarksburg, W. Va., fac-

tory, where operations will be suspended indefinitely. Machinery is being removed from the Clarksburg factory to other plants upon instructions from R. W. Niver, Elmira, N. Y., general factory superintendent for the Thatcher company.

Following his retirement from the position as factory superintendent of the United States Glass Co., Reuben Haley, as previously announced in the CROCKERY AND GLASS JOURNAL has returned to designing for the trade in general. Mr. Haley, who resides at Beaver, Pa., already has taken on a number of accounts, both for designing and as a consulting engineer. He will continue as president of the Western Glass and Pottery Association.

At a meeting of the board of directors of the Hazel-Atlas Glass Co., a cash dividend of two per cent was declared. This will be payable July 1 to stock of record as of June 20th. Reports presented at this meeting of the board showed that business with the company was showing a decided improvement, and that production in all plants of the company was increasing.

Arrangements are being perfected by the American Glass Works Co., Richmond, Va., for the rebuilding of the factory, which was recently destroyed by fire. It is said that the new factory will represent an outlay of over \$200,000.

The Bournique Glass Co., which was in business at Kokomo, Ind., for a number of years, has certified to the State Department of Indiana that it has discontinued business, and a certificate of dissolution of the corporation has been issued.

Many of the flint glass manufacturers who engage in the general line are also manufacturers of auto lenses, and the demand for the latter line is declared to be heavier this year than ever. Those factories that feature lenses only are also operating to capacity, it is reported. Not only are the automobile manufacturers larger buyers of this line this year, but the accessory stores have also been heavy purchasers.

The Boggs & Buhl store on the Northside, Pittsburgh, opened its 83rd anniversary sale last Monday. The china and glass department displayed many special features, all purchased for this particular event.

After spending several months in California, M. G. Bryce, former president of the United States Glass Co., has returned to his home in Pittsburgh.



WHAT THE POTTERIES ARE DOING



THERE has been practically no change in the volume of production of dinnerware, so far as the East Liverpool district is concerned, all plants continuing to work on nominal schedules. Two or three generalware shops in this district are working rather steadily, while others are engaged one week, and then idle the following. It is the opinion of the manufacturers hereabouts, however, that with the opening of the fall trade, which is generally in August, there will be a noticeable increase in production schedules. Several of the larger plants are working better than some of the smaller ones. There are some shops working only on an average of three days a week, others four, and still others five and five and one-half days. Where five days per week is a rule, production is declared to be about normal for this season of the year, and when the business situation is taken into consideration. Open stock border patterns are in best request just at this time, although there is more or less business being offered for dinner sets. This is especially the rule with the larger mail order houses.

The reconstruction work of the Atlas China Co., Niles, O., replacing that portion of its plant recently destroyed by fire, is rapidly nearing completion. The new building is now under roof, and the laying of concrete floors will be finished within a few days. This will permit the installation of new machinery, and will enable the company to get back on a production basis in this plant about June 22. The rebuilt area includes a floor space of 45,000 square feet and when completed, the shop will be one of the most modern in the industry. Included in the new equipment will be a battery of ten Proctor & Schwartz stove rooms, which together with the drying mangles already installed in the dipping room will insure a decided increase in both production and quality. It is understood that the 13-kiln plant at Cambridge, O., recently acquired by A. O. C. Ahrendts, president of the Atlas China Co., and his associates, will be operated on a basis of cooperation, although the Cambridge plant will be known to the trade as the Globe China Co. By this arrangement, there is provided a maximum production capacity of 25 generalware kilns and seven pair of decorating kilns for the immediate present. When additions are completed at the Cambridge plant, the company will have the output of 29 kilns.

Three kilns have been "topped out" at the new plant of the Steubenville (O.) Pottery Co., which is being erected east of Steubenville along the Ohio river. A portion of the roof has also been finished. As a result of the erection of the pottery on this site, a new community is about to spring up between Steubenville and

Toronto, O. Considerable level acreage has been laid out in building lots, and these are having a ready sale. Home construction will follow at an early date.

Thomas Davison, aged 74 years, formerly engaged in the pottery business at Trenton, N. J., and the first superintendent of the plant of the Owen China Co., Minerva, O., when the business was established there by Edward J. Owen, died at his home in Minerva last week following a lingering illness. His son is now connected with the Owen China Co., as factory superintendent. Burial was at Minerva.

Regret has been expressed here over the intent of Ross C. Purdy, to resign as secretary of the American Ceramic Society, which he has announced will be as of March 1, 1926. It was Mr. Purdy who arranged several meetings of the American Ceramic Society in East Liverpool, and who has done much to advance the whiteware industry. He has not announced his plans after his resignation becomes effective.

A summer meeting of the United States Potters' Association is now being given consideration by the Executive Committee. No date has been selected, but it is proposed that the meeting be held in East Liverpool, where business sessions will be held in the headquarters of the Potters Club, and entertainment provided at the East Liverpool Country Club. An inspection of the new No. 6 plant of the Homer Laughlin China Co., will very likely be made a feature of this meeting.

The deed for the plant of the Guernseyware Co., Cambridge, O., was delivered to A. O. C. Ahrendts of the Atlas China Co., Niles, O., May 22 by Thomas Rogers, Barnesville, O., who owned the property. The consideration is said to have been \$100,000, of which the purchasing interest paid \$90,000 and the citizens of Cambridge secured \$10,000.

Rudolph Geartner, the well known decal distributor of New York, has been spending several days in the East Liverpool district, making his headquarters with R. L. Chambers, the western representative of this firm.

All generalware plants in Eastern Ohio will suspend operations Saturday, June 6th, when employes will take part in a reunion and outing of the National Brotherhood of Operative Potters at Myers' Lake Park, Canton O. Addresses will be made by William Green, President of

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

New Border Decorations in National China Co.'s Dinnerware

SOME attractive patterns in the dinnerware are being shown by D. King Irwin, 200 5th Ave., New York City. They are made by the National China Co., Salineville, Ohio, whom he represents in New York. These decorations consist principally of narrow bands in vivid colorings and patterns which are characterized by trimness, as well as beauty. One decoration consists of a panel whose center is a rose spray, two deep pink and one pale pink, on a pale blue background. On each side of this is a single pink rose against a black ground. These panels alternate with wider panels in diamond and dot design in black and tan. A gold edge hair line on the inside edge of rim and half mat gold handles and knobs add to the effectiveness of this design. Other band decorations employ a single pink rose on a pale blue ground with a touch of black and surrounded by a yellow frame. This alternates with a wider panel in delicate mauve with black stripes and a motive combining a heart and rose colored fleur-de-lis on a blue ground. Beneath these are two festoons of tiny pink roses and green leaves, combining daintiness with rich coloring, which is most charming. Another design very simple in character and yet most effective, perhaps because of its very simplicity, consists of a narrow band employing a Greek key design in black on an old gold background, with old gold tracings on handles and gives a hair line band which completes the design and gives a decided tone to it. Other decorations show a black band through which runs a design of gay flowers in red, yellow, blue with green leaves. A narrow gold line just outside this band makes an effective finish. Of a different type entirely is a decoration which employs four wide medallions on each plate. These are bolder in character than the others and combine red roses and other blossoms in blue, tomato red and pink with conventional motive in blue and black, in the center of which is a modified heart, black with touches of red. Black edge and black tracings on handles and hair lined band make this design one of distinctiveness and charm. The housewife who is interested in well-priced dinnerware which is at the same time dainty and chic, will be pleased with these numbers.

New Summer Glassware Introduced by United Glass Co.

Ed. Craig, New York representative of the United States Glass Co., Pittsburgh, Pa., has just returned to his office at 200 5th Ave., with a couple of interesting items for the summer trade. One of these is an ice tea set made in crystal with satin body, decorated with either blue or

green lines. An interesting ocean scene showing the full rigged ship of olden days on green waves with a blue sky for a background, is an effective motive on this set which consists of six glasses and a covered jug. This is an exceptionally attractive number and bids fair to make a real hit. Another new item is a lady's bridge set, consisting of two favor baskets to hold cigarettes with ash trays to match. These come in satin finish in blue, green and canary, boxed four pieces to a box. It makes a pleasing prize for the afternoon bridge party. New colognes come in three styles, two footed and one squatty shape, in satin finish, hand-decorated with bands in pink, blue and yellow or green and wild flowers in natural colors. These are exceptionally attractive summer numbers and are well priced. This company is also introducing some new candlesticks with bobèche and pendant in the same colors. These come in blue, green, canary and amber in satin finish and also in transparent colors. The pendant comes in various shapes. The "Slick" salt shaker, which the United States Glass Co. have recently perfected is now made in a larger size as well as the small individual size. This shaker is made with a stopper-like top of glass, screwed in the neck of the shaker instead of fitting over the outside. Little ridged openings at each side of the shaker permits the salt to pass through. They make up a very attractive assortment.

New Numbers in Mat Etched Decorated Ware Shown by Westmoreland Glass Co.

Horace C. Gray Co., located at 200 Fifth Ave., New York City, have some very dainty new glass numbers made by the Westmoreland Glass Co., Grapeville, Pa. These are in the mat etched, decorated effect with gold decorations and transparent, colored knobs and feet, colors being ruby, green and blue. The band of gold in ladder effect and gold edges make effective and rich decorations. These new numbers come in candy boxes, covered comports, low and high comports, sherbet and plate, perfume bottles, honey jars, puff boxes and vases. They are dainty and graceful and very appealing for the summer trade. There are also new lotus comports and sugars and creamers. Comports have twisted stems and foot composed of inverted lotus blossoms. The bowl is also a large lotus blossom. These come in mat etched and case glass, in various tints, also in transparent colors, blue, green and amber. Other new items are candy jars in blue, green and amber, transparent colors with gold striped decorations. They make charming suggestions for graduation gifts or bridge prizes. Like all Westmoreland creations these numbers are effective as to coloring and gracefully modeled.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE members of the trade in Boston assisted the past week in raising the \$200,000 Boston quota of the American Legion endowment trust fund to provide perpetual care for orphans of world war veterans and disabled veterans not cared for by the government. Team captains were named for the various trades in the city and all business houses were interviewed. The money given becomes part of a perpetual fund of which the interest alone is used. When the American Legion no longer exists the President of the United States will name a group of trustees who will devote the interest to the object then existing most like the object for which the fund is created today. Major F. H. Tully, of R. H. White & Co., was the group chairman for department stores, crockery, glassware, lamps, etc.

Another of the grand old men of the trade has gone his way with the death of Alphonso Ross Weeks, in Rockland, Me. Mr. Weeks died at the home of his brother, Frank L. Weeks on Highland St. He was seventy-five years old. Although he had been in poor health for two years, his final illness was of but a few weeks' duration. He was born in Jefferson, September 26, 1849. He came to Rockland about sixty-three years ago and went into the crockery business with his father. The store at that time being located in the Thorndike Hotel block. In the early seventies he became sole proprietor and conducted the store until his retirement thirteen years ago. The business was moved to the Cobb-Berry Block and became one of the show-places of the city. Mr. Weeks was a very good musician. During the World War he was prominent in Red Cross Work, serving as president of the Rockland Chapter. He was a Scottish Rite and Commandery Mason.

"Everything is silent on the Charles" seems to be the local news attitude this week. Miss Hurley, of George A. Granville Co. reports that few visitors have been in and that the long quiet spell until September has arrived. Shipments are coming through for summer consumption, however, and business is active and good.

McKenny and Waterbury Co., 181 Franklin St., are holding a 40 per cent reduction sale on lamps which is attracting much attention. Items include bridge and floor lamps from wrought iron and parchment to elaborate mahogany and silk models.

A pottery sale of note is the clearance being conducted by the Paul Revere Potteries at their Boylston St. store. They are disposing of all their broken lines and many of their odd pieces are being discontinued. The continued

popularity of the obviously individually-made pottery is marked around Boston.

The Chamber of Commerce new businesses list shows the following newcomers of interest to the trade: Gray Furniture Co., 872 Washington St., Boston; Fenway Lunch, 3 St. Cecelia St., Boston; The Ednah Shoppe, dry goods, 220 Pleasant St., Malden.

A new \$35,000 furniture corporation has been chartered under the name Charles B. Wingate, Inc., Boston. There are 400 shares, no par value. Incorporators are: Charles B. Wingate, Elizabeth G. Wingate and John F. Fitzpatrick.

Because of ill health George Thibedeau has resigned as buyer of kitchenware, crockery, etc., for the Star Store, New Bedford. Francis J. Carroll, formerly of Burrows & Sanborn, of Lynn, has succeeded him.

Joseph A. Donovan, universally known in the New England trade as the buyer of glassware, etc., for the A. B. Sutherland Co., Lawrence, has been taken into partnership by A. B. Sutherland as a mark of appreciation for his long, faithful and intelligent services to the firm. Three other buyers and the office manager were taken in at the same time.

The Dorchester Pottery Works has distinguished itself in equestrian circles. Babe, twenty-four years old, won the championship prize in the old horse class in the recent Boston Workhorse Parade.

Price Average for May 156.9 P. C. of Pre-War Level, Fisher Reports

Prof. Irving Fisher of Yale University announced that last week's prices averaged 158 per cent of the pre-war level. The purchasing power of the dollar was 63.3 pre-war cents.

Crump's index number was 152.6.

The May average of prices was 156.9 per cent of the pre-war level. The average purchasing power of the dollar in May was 63.8 pre-war cents.

The May average of Crump's index number was 152.3.

Index numbers for the last five weeks follow:

	Fisher	Crump
May 30.....	158.0	152.6
May 17.....	158.0	152.0
May 10.....	156.2	152.8
May 3.....	154.1	154.0
April 18.....	157.8	155.6

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers
of Lamps, Shades and Their Accessories

By BEATRICE MILLER WISNER

An Unique and Practical Lamp Shade Cover

TO preserve the beauty and freshness of the modern silk lamp shade, it is necessary that it shall be well protected by a dependable and useful lamp shade cover. The Phoenix Import Co., Inc., 45-47 East 20th St., N. Y., are makers of a specially designed lamp shade cover, which is substantial and practical. This cover is styled "Adjusto" and is a patented article. It can be quickly and easily adjusted and will fit any size lamp shade, entirely covering the outside, and the bottom, which is most important, as the lining needs protection as well as the top and outer covering of the lamp frame.



Its adjustable features and simple construction make it a most useful and desirable utility. It comes in individual envelopes which adds to the popularity for over-the-counter sales. For the trade, when the lamp shade needs protection during the hours of shop closing, and for the home the "Adjusto" is indispensable. At house cleaning periods and during vacations, when the silk lamp shade needs extra care because of its perishable features, the "Adjusto" appeals to the painstaking housewife and its use obviates the trouble of putting the lamp shade away in a closet or shelf where it becomes an annoyance because of its bulkiness. The Phoenix Import Co. are also makers of a large variety of silk lamp shades and bed lights and are offering a splendid assortment of attractive bed lights at a very modest figure, which are enticing in their

beauty of materials, gold tinsel braid, novelty trimmings, fine workmanship and finish. The illustration herewith gives a good idea of the "Adjusto" lamp shade cover and its useful and attractive features showing floor, bridge and table sizes.

Unusual Decorated Parchment Shades

The special designs employed in the lovely and original decorations seen in the beautiful bridge shades with pigskin effect, from the Arvan Co., 105 West 16th St., are exceedingly quaint and novel. These are made in ten decorations on a rich antique pigskin treatment, and equipped with bronze "Uno" holders. The novelty and durability of these shades is a strong element in their favor and many new designs are constantly being brought out. The bridge lamp is one of the most popular types of lamps now being featured, and shades that combine artistic decorations with durability are recognized as an inducement for the sale of these much desired lamps for the home or large institution. The graceful figure posing, together with conventional patterns, shown on the Arvan shades are noticeably unique and decorative, in the various types offered by the firm.

Novelty Cut-out Trimmings and Medallions

An exclusive assortment of novelty cutout trimmings and medallions in up-to-date designs, featuring many combinations of colors and tinsels, is shown by the Kaufman Mfg. Co., at their new showrooms, 258 Fifth Ave., New York. These splendid lamp shade accessories are beautifully combined, specializing some extraordinary patterns in the artistic assembling of colors and tinsel. The black effect of some of the trimmings gives a pronounced background to the gay tones and gold. Many varieties of these trimmings are tastefully shown on cards, with a full collection of the lines in the different designs which are constantly being brought out by the concern.

Lovely Dresden Figure Lamp Bases

The popularity of figures for lamp bases still continues, and beautiful examples of these attractive figures in many designs are being offered by Fourman Bros. & Co., Inc., 26 West 23d St., New York. These are delightful lighting novelties, perfect in modeling and coloring, and are not only ornate objects for table decoration, but also substantial and attractive lamps, showing the figures in graceful posing. The firms are also displaying lovely china flowers and finials for lamp adornment which add to the lamp's beauty and decorative appearance.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

JUNE clearance sales got under way this week in Chicago. Most of the larger department stores are holding special clearance sales in some departments, featuring clothing for spring, furniture and housefurnishing goods. The specials ran heavily toward the furniture lines, the retailers desiring to clear their stocks before entering the market for new goods. The semi-annual Furniture Market opens in Chicago in about three weeks, and continues until the middle of July. June bride household equipment and gifts were also heavily featured by the retailers early this week. Burley & Co. are holding a sale of imported dinner sets, including a wide collection of English Queensware. Service plates as brides' gifts have been popular with this store recently. French china dinner sets of 99 pieces sold for \$45 this week at Marshall Field & Co., the sets being beautifully decorated and offered in a selection of four designs. Five hundred pieces of sample glassware, colored and cut, of domestic make, formed the basis of a sale of glass and china at Mandel Brothers this week. Imported thin china dinner sets of 100 pieces sold at this store for \$35. Iridescent optic effect water goblets and high footed sherbets were selling in good quantities at 19 cents each at The Davis Store.

The Boston Store had a sale this week of 100 piece dinner sets at \$27.95, domestic make with conventional and floral spray designs. Manufacturers stock of boudoir lamps, formerly retailing at \$2.25 and up, were offered as a special this week for \$1.48. Hartman's furniture store in their new china and glassware department this week featured Czecho Slovakia dinner sets of 100 pieces at \$29.50, decorated with rose spray pattern.

The dates for the semi-annual convention of the Interstate Merchants Council have been set. The convention, which includes all department store and general store buyers of the middle-west, will be held August 12, 13 and 14 at the Congress Hotel. The larger jobbing houses of Chicago, cooperating with the Chicago Association of Commerce have brought about the success of the event in the past and it is expected that the attendance will be over 1,500 for the three day convention. Problems of merchandising will form the basis of discussion during the convention sessions.

The corporation known as the Advance Wood Turning Co., makers of lamps, was dissolved last week. Some time ago this corporation became a part of the Advance-Parch-o-Lite Co., which was later consolidated with the Eagle Wabash Corporation.

The General Lamp & Novelty Co., 3308 W. Madison St., received a state charter last week to engage in the making of lamps and shades. The capital of the company is \$5,000 and the owners are John J. Harmon, Simon Palick and J. J. Tangenburg.

The Berwyn Furniture Shoppe, 6421 W. 22nd St., Berwyn, Ill., is new. Retail furniture business and upholstering business will be conducted.

Straus & Schram, pioneers in the retail furniture business of Chicago, are planning the erection of a six-story building containing 70,000 square feet of floor space to house their new North Side retail furniture business, located at 3318-3322 Lincoln Ave. The new building will cost approximately \$400,000. Straus & Schram have recently completed a deal whereby they take over the business of the Royal Furniture & Carpet Co.

National Wrought Lamp Co., 1915 W. Division St., was incorporated last week with a capital stock of \$20,000 to manufacture and deal in lamps and lamp shades. The owners of the concern are David Atran, Aaron Courshon, Robert N. Brosilow and Irving Markowitz.

(Continued on page 30)

Ready for Shipment—



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A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

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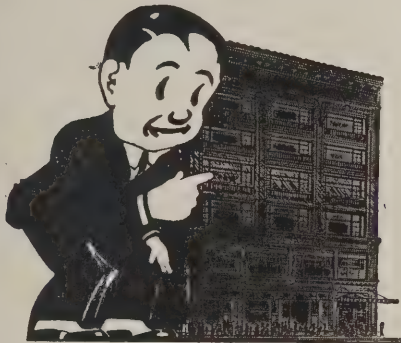
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CHICAGO

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Buyers are urged to inspect these lines

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Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

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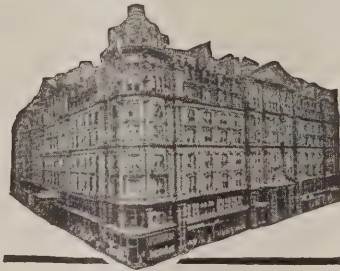
Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to

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Fine Dinnerware and Fancy China.
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National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
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Office and Display Room

136 West Lake Street

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THE SEBRING POTTERY CO.

SEBRING, OHIO

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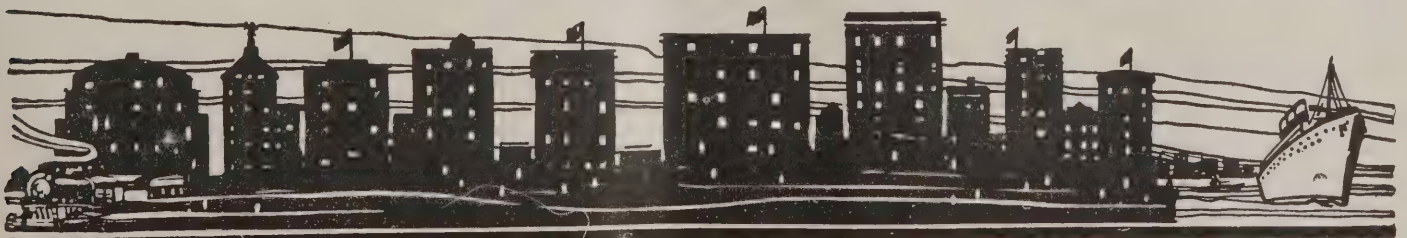
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FURNITURE MART

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big dividends. Phone Wabash 860
for rates.*



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

SALESMEN WANTED

WANTED—Commission Salesmen (We are manufacturers)—We have certain territory outside of New York and New England open for Commission Crockery Salesmen of experience. Our several plants turn out a strong line of Domestic Dinner Ware and specialties—a diversified line of quality, and can give service that will satisfy your trade and get repeat orders. As a side line ours would prove one of satisfaction and profit. Address P. O. Box 184, East Liverpool, Ohio.

MANUFACTURERS of a well established line of popular priced boudoir and table lamps and shades desire representation for their product in southern territory. There is also an opening for a salesman west of Chicago. Commission basis. Box 485, care CROCKERY AND GLASS JOURNAL.

SALESMAN—A well-known salesman of Imported china and glassware is being sought by a prominent house for fall or January 1st, 1926. Box 484, care CROCKERY AND GLASS JOURNAL.

WISHES TO CHANGE

SALES EXECUTIVE at present with one of the largest table glassware manufacturers. Capable of taking entire charge of sales organization and have also a working knowledge of factory conditions. Have personally traveled the entire United States and am well acquainted with wholesale and department store trade. Young, ambitious and with a clean record. Nominal compensation until I can show results. Box 483, care CROCKERY AND GLASS JOURNAL.

SPACE FOR RENT

SALESROOM For Rent Reasonable, 360 square feet, Facing Fifth Avenue, Mohawk Building, at 21st Street. Free use of glassware or china display fixtures for first year. Apply Room 602, or Superintendent.

The Chicago Market

(Continued from page 28)

Abbott's Art Store, Shops Building, 17 N. Wabash Ave., retailers of art goods and artists materials, received a state charter last week with a capital stock of \$25,000. The owners of the company are J. E. Kortzeborn, Samuel Cohn and Anna Kortzeborn.

The Mid-West Toy Manufacturing Co., an Illinois Corporation, was dissolved last week.

Holleh Department Store, 550 E. 43rd St., was organized and incorporated last week to do a general department store business. The capital of the company is placed at \$25,000 and the owners are Meyer Holleh, J. Comin and Fannie Michelson.

What the Potteries Are Doing

(Continued from page 24)

the American Federation of Labor and A. V. Donahey, Governor of Ohio.

Herbert K. Connor, eastern salesman for the Carrollton Pottery Co., Carrollton, O., has finished a swing around his circuit, and is now spending a season at home, dividing his time of course between home and the office at Carrollton.

William C. Lynch, in charge of sales for the Taylor, Smith & Taylor Co., East Liverpool, has returned to his desk, following a business trip through the east, including the New York district.

Another innovation has been installed in the clay shop of the Limoges China Co., Sebring, O., in the form of a "spreader" for dishmaking. This machine produces a level "bat" and then polishes it thoroughly. There is a uniform thickness in all dishes as a result of the use of this invention, and in addition gives the manufacturer a better product. The machine is the invention of two Sebring potters.

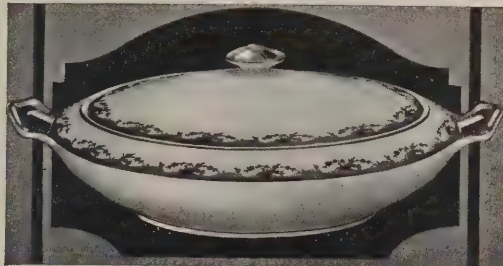
By a vote of two to one, John T. Wood has been re-elected president of the National Brotherhood of Operative Potters. By a vote of three to one, John McGillivray has been re-elected secretary-treasurer. George H. Cartlidge, who was re-elected first vice-president, was unopposed. Mr. Cartlidge is in charge of the Trenton offices of the Brotherhood, having succeeded Frank H. Hutchins several years ago.

The resignation of William Burgess, as a member of the U. S. Tariff Commission came as no surprise to the general ware pottery trade. Mr. Burgess resigned as first vice-president of the United States Potters' Association during the Harding Administration to become a member of the Tariff Commission. It has not been indicated in the western pottery district what future plans Mr. Burgess is considering.

Dry Goods Business Shows Expansion in Mid-West

Rice Stix Dry Goods Company's weekly trade letter says last week: Orders show an increase over the previous week and a very large increase over the same week a year ago. The outstanding feature was the remarkable attendance and liberal buying on the part of retail merchants from practically all States who were here at our demonstration sale, which sale has been the greatest in our history. The attendance and results were both beyond expectations. It has been gratifying to learn from the merchants the satisfactory condition of the country and the favorable crop outlook, as well as the normal condition of dry goods stocks. It is a further evidence of the merchants' interest in merchandise when attractive prices are named. One of the prime motives of the sale was to give to the retailer the opportunity to stimulate business by a repetition of our own sale and we anticipate a lively increase in distribution at retail as a result thereof. "Collections are good."

National Quality



Virginbrook Pattern—La Rosa Shape

Complete Line of New Decorations on Display
by the following Representatives

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200 Fifth Avenue,
New York

E. J. NICKEY,
204 Grand Ave.
Milwaukee, Wis.

F. A. MINER,
5 Prospect St.,
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E. E. WILGUS,
10 High St.
Rms. 301-4, Boston, Mass.

EARL W. NEWTON & Associates,
9 N. Wabash Avenue,
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The National China Co.
SALINEVILLE, OHIO

Service in terms of profit

HAVE you ever considered the tangible value of the service that we consider part of the bargain when you purchase R & H Ceramic Chemicals, Minerals and Oxides?

It is no perfunctory effort to meet your requirements. On the contrary we have earned your confidence and furthered your faith in these superior materials by a service that dovetails with your consumer efforts.

In conjunction with the quality of R & H Products this is an irresistible combination.



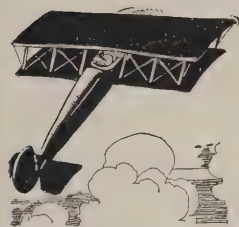
The
ROESSLER & HASSLACHER CHEMICAL CO.
NEW YORK

CHICAGO
NEW ORLEANS
BOSTON

PITTSBURGH
TRENTON
SAN FRANCISCO

CLEVELAND
KANSAS CITY
PHILADELPHIA

Not a Fly-by Night



VIATION is much in the public mind, being predicted by many authorities that it is the coming commercial transportation. It is therefore timely to use a display built around this popularity in order to attract attention to the quality or

reasonable price of your goods. In getting this desired attention the toy aeroplane or a roughly-made model (which any handy boy can make) will prove most useful. This toy aeroplane should be suspended in your window with a string as nearly invisible as possible. Then attach to the frame of the machine or place where the driver would sit, some small articles of merchandise. There should be a placard in the window:

NOT A FLY-BY-NIGHT

This store is here to stay and therefore is interested in your continued patronage. That is why our merchandise, dollar for dollar contrasts so favorably against that of stores having no intention of building a permanent establishment in this city.

or the placard may call attention to a sale. If you have an electric fan that can be placed inconspicuously in one corner of the window and keep the aeroplane in motion, the results will be increased. In the absence of a toy plane, a toy balloon could be used.



SCINTILLATING LUSTRE TEASETS

With the arrival of summer—and its frequency of special sales—the appeal of lustre ware is at its height because of its daintiness and cheerfulness.

And for special sales there is nothing quite so quick-selling as lustre teasetts—in plain and two-tone combinations, as well as decorated as shown here.

This shows only one of the many teasetts here in stock. Send for our new free catalog showing a wide assortment of decorated and plain teasetts in lustre and china.

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TELEPHONE STUYVESANT 3823

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COPELAND & THOMPSON, Inc., 206 Fifth Ave.
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JOHN DAVISON, Inc., 14 Barclay St.
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OTTO GOETZ, INC., 43 Murray St.
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HAVILAND CHINA CO., Inc., 11 East 36th St.
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HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
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MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.
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LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Mo-ment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-Brac.

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Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
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GILLINDER & SONS, Inc., 220 Fifth Ave.
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LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

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Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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June 11, 1925

No. 24

AS THE EDITOR SEES IT ECONOMY IN DISTRIBUTION NEEDED

THE present day tendency toward a more centralized control of merchandising on a large scale is evidenced by the announcements, which appear from time to time, of department store consolidations in various parts of the country. A recent article in an Eastern news paper discussing this question says that this movement must be considered as part of a general drift toward centralization which has already shown itself in small scale distribution. The growth of "chain stores" of various kinds has been great within recent years and is particularly rapid today. In the background is the rapid expansion of business of the "mail order" variety.

THESE factors have all of them borne heavily upon wholesale trade. Recent diagrams representing the development of that class of trade since the close of the war as darkened areas above or below a "normal" line, show heavy blackened areas of depression practically throughout the whole of the period, and even at times when retail trades were apparently booming. The lesson is an apparently easy one to draw and points to the gradual elimination of many wholesalers, according to some authorities.

IT is, of course, the ability to cut prices which it is feared may bring about the gradual elimination of the wholesaler in some lines, the concentration of department stores under one roof or one ownership and the growth of chain stores. One of the things which stands out conspicuously in the history of merchandising during the past few years has been the extraordinary increase of overhead and fixed charges. The same thing is visible in banking, where we have had to pay the price of our great number of "independent" banks in the constant increase of the amount paid for the salaries of presidents

and vice-presidents who were oftentimes much more ornamental than useful. In the store of moderate size today costly "executives" and "buyers" mean additions to prices which inevitably limit competitive power. Relief is found in a lessening of this overhead, which not only cuts off unnecessary salaries but increases purchasing economy.

IN another way also the change in merchandising methods to which reference has been made is more or less easily explainable. It renders possible a standardization of goods, and hence a reduction in costs of manufacture through the placing of large uniform orders that would not otherwise be practicable. This is of particular importance at a time when every effort must be made to bring about a closer adjustment of prices to demand if consumption is to be kept up to its past levels. And without keeping it up to such levels production which had been geared up to a fairly large development of export trade during and just after the war is naturally allowed to sink back again into its old position. Both for the sake of the factory and of the store the maintenance of full activity is fundamental. But such activity is both economized and introduced to wider fields by the standardization process.

PRICES from the consumers' standpoint are at present exceptionally burdensome. In most cases they are not too high from the point of view of the producer, as industrial and other earnings clearly show. But to enlarge consumption a lessening of the price level is essential, and this can be effected most easily it would seem, through reduction in overhead and through standardization of goods. Both processes are now in full swing. It should not take long to see how far they will go and approximately what they can accomplish.

Special Sales Found Wanting

IN the last issue of the CROCKERY AND GLASS JOURNAL we published a talk on the value of special sales, by T. K. Kelly, who is a firm believer in such a method of increasing business. We are reprinting, in this issue, the answer to Mr. Kelley's argument by W. N. Taft, of the *Retail Ledger*, who spoke in part as follows:

I say first that "sales"—are essential at times. The subject under discussion is "clearance sales." Let's forget that word "clearance for a moment" and just discuss "sales."

There isn't a merchant in the world who can possibly tell precisely what the demand is going to be in his store for any line of merchandise in the next six months, three months, or even one month. If he could do that he would be a marvel. He would be an absolutely supersalesman. He can't do it.

Therefore, to be on the safe side, to avoid the necessity of having to say, "We are just out of that" when somebody comes in for an article, he naturally overbuys. He overbuys a trifle if he is wise. He overbuys a whole lot if he is foolish.

Even if he doesn't overbuy there are certain sizes that he has to keep in stock which may not move. You have got to have certain sizes in stock to meet your demand. When those sizes don't move you are left with them on your hands.

That, gentlemen, is the reason that sales or at least a reduction in price is necessary on certain goods at certain times. But, gentlemen, I do not believe and I don't think there are very many of you here in the room this afternoon who believe that clearance sales, sales throughout the store, sales that begin at the basement and go all the way up to the roof, sales that include every last line of merchandise you handle and nine-tenths of the merchandise that you don't handle that is bought just for that one sale, are necessary.

That, gentlemen, is a "Clearance Sale."

It isn't a sale in general. It isn't a special sale of a certain department. It is a "Clearance Sale." And that is the point we are here to discuss this afternoon. Are clearance sales injurious or are they advantageous to a merchant's business, particularly the merchants of the line represented by you gentlemen here.

In considering clearance sales there are two big outstanding dangers of events of that kind.

One is inside your store. One is outside.

When you decide about a month in advance that you are going to hold a sale, a store-wide special "Clearance Sale," what do you do? You buy for it. Your whole organization is keyed up for it. Your advertising is built up for it. You bring extra salespeople into the store to prepare for it. You make special offerings for it. Your whole organization is taut. There is a feeling throughout the store of "My God, we have got to put it over, and put it over bigger than we did last year!"

At the end of the sale this tension snaps. You have had special deliveries. You have had special salespeople. The personnel of your organization cannot be but affected by that. The moral of your organization cannot but be hurt by that terrific strain, as of an athlete trying to cross the tape at the finish.

A week before the sale you say you have got to put it over. Three days before the end of your sale you are still behind. "Push, push, push! Jam it over. I don't care what you do, but put it across!"

And then comes the slump—the inevitable, unavoidable slump.

It is not only a slump in one store, but a slump in cities.

San Francisco is one of the most sales-ridden cities in the United States. In 1920 one of the largest department stores in the city started what it called its May sale. It was an anniversary sale, the birthday of the store.

It built up its volume. That May sale increased business in 1920. It increased business in 1921. But it was a remarkable fact that in 1921, one year after this May sale was started, many of the other leading stores in San Francisco made the amazing discovery that they were also born in May; so they blossomed out with May sales. The following year, 1922, saw the same thing. More of them came into line.

In 1923 the store in San Francisco that didn't hold a May sale was the exception. There were special values, special bargains, special this and that, from the basement all the way up to the top floor.

In 1923, gentlemen, the store that I am referring to did \$1,400,000 worth of business in its special May sale.

Its peak in May was almost as high as its peak in December. Certainly they built business. They built business tremendously, for that May sale was immensely profitable to their volume.

In 1924 the decision was reached that all sales were going by the board—that sales themselves were fundamentally unsound, fundamentally dangerous to the store itself, and that they undermined the public confidence in the store.

That was a radical decision, gentlemen, and I think there isn't a man in this room but what will agree with me that it took plenty of guts to cut out a sale that built up that much business in the previous year and just let it go overboard. But they cut it out. They cut it out last year.

What happened in May, 1924?

In May, 1923, they had done \$1,400,000 worth of business. In May, 1924, they did \$400,000. They dropped \$1,000,000 in May of last year. But before the end of the year they had picked up \$700,000 of that business. In other words, they closed last year only \$300,000 below the year before, \$300,000 out of \$18,000,000. And their net profit was higher than it had ever been, accounts were in better shape and bad debt loss was only 60 per cent of what it was the previous year.

This year there will be no sales whatever at that store. I am informed that, unless the store is literally bought outright by some concern that believes in sales, there will never be a sale staged in that store again.

There you are—they lost their business in May. They lost the sales business. They built up the business through proper merchandising almost to the same total at the end of the year, their bad debts were only 60 per cent of what they had been the previous year, and their net profits were greater than ever before.

There is one danger inside of your store, the danger of over-buying, the danger of over-jazz, the danger of over-tension, the danger of the slump when it is over.

In San Francisco, referring back to that city for a moment, retail business dropped $33\frac{1}{3}$ per cent in June, 1923, as against May, 1923. In other words, the May sales in that city built up business to such a peak and so artificially stimulated it that naturally there was a reaction. Why shouldn't there be? There had to be.

Los Angeles had no May sales. Los Angeles didn't have that virus, hadn't had it injected into the retail veins down there. Los Angeles business in June, 1923, only dropped 3 per cent, against San Francisco's $33\frac{1}{3}$ per cent.

It is only natural. We are accustomed to look at the retail business as something of wood and stone, something concrete, something different from our own physical bodies. But it isn't. It is very much the same thing. We strain ourselves to a certain nervous tension—we are going to do something or bust. It may be a race for a prize, it may be a race for money, it may be mental or physical—we stimulate ourselves, we build ourselves up for it, and, once the crisis is over, naturally we have to take it easy for a week or ten days, or a month, until we recuperate.

The store's business is the same thing. The public is a mass of human beings that must react just as one person reacts, one typical average person. It has got to drop. If you saturate them with what they are buying, naturally they can't afford to buy as much when that is over.

But, gentlemen, that danger inside the store, that danger to your own organization, through your personnel and your morale, is not the biggest danger of sales and that alone is not the reason why clearance sales, why store sales, why special sales are injurious.

That reason is because they undermine the confidence of the public in your store. Let me repeat that: They undermine the confidence of the public in your store!

The public itself does not know values. There is not a man sitting here today that can tell me honestly and truthfully that he believes that one of his customers could come into his store and take a suit of clothes and come within \$20 of the price at which it should be sold. The public doesn't know values. It can't know them. Not all of you men know them by any manner of means, because time and time again we come across examples in the leading stores where that is proved.

How can you expect the public, who know nothing about values, to know what their goods should cost? They don't know. But they are looking to you to tell it to them.

That is where your job is, and there is where the foundation of your whole responsibility lies. The public places its confidence in you. The public says, "Look here, you know more about this than I do. It is your business. If you tell me that something is worth \$60, I will take your word for it and pay that. If you tell me it is worth \$60 but you are selling it for \$37.50, I believe you." But, in nine cases out of ten, the man that makes that statement is not telling the truth to his customers. And I am making that very broad, sweeping statement advisedly.

In nine cases out of ten, the man that says an article is worth \$60 but it is being sold for \$37.50 is lying to his customer. That article is not worth \$60. What is it "worth" but "value?" If I can get it for \$37.50, it isn't worth \$60 to me. And that is where the advertising of special sales commits its everlasting crime against the public—that is where advertisements of this kind, advertisements which are without foundation of fact, advertisements which make sweeping general statements, are not right.

Let me read from a typical advertisement of this kind: "Everybody get ready as we are getting ready. You have seen sales values before, but you have never had the good fortune to attend a sale like this, with all of these fine, reliable goods to go out to the public at savings that are unbelievable."

That is truthful advertising—one of the finest pieces of truthful advertising I have ever seen in my life, because that statement, "savings that are unbelievable," makes it absolutely and entirely truthful. Those savings are unbelievable.

You men are particularly fortunate in having a system of Better Business Commissions that enable you to check up on questions of this kind and enable you to find out just what is truthful and just what is untruthful.

The only documentary evidence outside of these pieces of copy which I shall submit this afternoon is the report of a Better Business Bureau in this State, a report which will be filed if my opponent desires. The Better Business Bureau shopped one of these advertisements. What did it find?

They checked the values in it. They found \$5 and \$6 values at a sale price of \$3.95, with comparative prices for the same goods in stores on the same street for \$3.50 to \$4, regular retail price. Pants marked \$4.98 on the sales ticket, regular price, were being advertised as \$7 value.

That is typical of clearance sales in general.

But the public, gentlemen, is not only being misled by them, not only losing confidence in stores because of them, but it is being fed up with them.

Last Wednesday morning I had the pleasure of addressing the Pennsylvania Retail Clothiers' Association on this same subject. Tuesday afternoon, as you know, is not a sales day. It is not a big advertising day. It is not a day when papers are jammed full of retail advertising as Fridays and Sundays, but I had my secretary take the two Philadelphia afternoon papers and clip for me the advertisements that contained that one word "sales."

There were 197 of them and very few duplicates! One hundred and ninety-seven different sales advertised to the public on one day—and it was not an unusual day at that.

There were shoe sales, men's and women's clothing sales, furniture sales, sock sales. There were sales of almost every class of merchandise up and down the street. In addition to that there were "momentous" and "epochal," sales that were "mammoth" and sales that were "gigantic," and sales that were "titanic." Every adjective in the dictionary was dragged out, dusted off and swung into action.

And you still maintain that people believe in that, that the public is going to believe it? The public may be fooled once, it may be fooled twice, but you can't fool it all the time.

That is what stores are trying to do. That is why those stores had 197 sales ads in the papers trying to convince the public that every last one of them was selling under price and under value, saving the public money and losing their own legitimate profit. Doesn't that all react against retail business?

Advertisements of that kind are the best possible ammunition for canvassers, for the radical, for the legislator and for the I. W. W., who is attacking retail business as a whole.

They are the best advertisements that could be used to help any one who is really against retail business. I don't mean to claim for a moment that a man that uses that type of copy is really purposely antagonistic to his own business. He is not. He is merely thoughtless. He doesn't realize that he is undermining the foundation of his store and every other store throughout the country that is built on confidence and confidence only.

If you haven't the confidence of the public you are absolutely at a loss. You might as well stop business today. And you cannot have the confidence of the public, you cannot conserve the confidence of the public, you cannot keep the confidence of the public unless you tell them the truth, unless you continue to tell them the truth and unless retail merchants in general stop lying to the public through comparative prices and through staging special sales for which they bring in special bargains for special events.

On those points alone, on the injury to your own store from the interior, on the injury to your own morale, and, far more than that, on the undermining of the confidence that the public should have and ought to have in your store, I rest my case.

I maintain that sales have been tried by a jury of the public and found guilty. The public knows, can't help but know, that sales, sales, sales, sales—here, there and everywhere—every day in the year in every department—that sales throughout the store upon the slightest provocation or on no provocation at all, are continuous and invariable lies. Why should the public have confidence in them?

Sales also have been tried by a great number of merchants and found wanting in results and in building for the future.

Unprofitable Customers Create Waste in Distribution

Alvin E. Dodd, manager of the Domestic Distribution Department of the Chamber of Commerce of the United States, in an address on June 4 before the Electrical Supply Jobbers Assn., declared that unprofitable customers are one of the greatest sources of waste in distribution.

"In almost all cases," Mr. Dodd said, "unprofitable customers hang on by their teeth, their orders are given to fill only their immediate needs, their payments usually are slow and the excess of expenses of doing business with them acts as a drag upon other business which is profitable when unencumbered."

In this connection, Mr. Dodd urged distributors to make a detailed study of the value of each individual customer and of each section of the sales territory. "Considerations of this kind," he said, "are beginning to be regarded as of equal if not greater importance than a knowledge of the proportionate expenses of doing business in their various aspects. A recent instance which came to my attention illustrates the idea clearly: The owner of a large wholesale establishment faced with the losses which attend a multitude of small orders—sometimes described as hand-to-mouth buying—decided to establish what might be called a rating for each of his many hundreds of customers; not on the basis of their credit but on their value as customers to his business. As a result of this study he reduced the number by about 50 per cent and this proved so satisfactory that the study was extended to territory which in its turn was reduced about 33 per cent."

At the same time, Mr. Dodd urged distributors to collect and study comparative costs of doing business.

"It is somewhat of a reproach against distributors," he said, "that they have not until within a very recent period even discussed the necessity for comparative figures. Banks, insurance companies, railroads; all of them and particularly the railroads, have studied their costs both intelligently and intently from a very early period. As a result it is possible today to erect almost any form of comparison which is desired. We know to a small fraction of a cent, the cost of hauling a ton of freight one mile, not only over a particular railroad, but over each railroad and over all Class I railroads in the United States. We not only know that but we know the cost per engine mile, the cost per train mile, the cost per car mile, the cost per passenger mile; and other costs innumerable.

"Not until distributors have seen the light and have produced their facts in comparable form will it be possible for them, on the one hand, to make the comparisons which will enable them to operate more economically; and, on the other hand, to convince the public that their costs are not abnormal or excessive."

Bureau of Foreign and Domestic Commerce Reports on Glassware

All domestic exports of glassware, table and other, from the United States, is announced as follows:

Countries	Glass con- tainers (bottles, vials, & jars)	Table glass- ware plain	Table & other glass- ware cut or en- graved	Lamps & other illumi- nating devices chiefly of glass	Glass- ware, n.e. s.
	Dollars	Dollars	Dollars	Dollars	Dollars
Denmark	—	—	—	—	166
Finland	47	—	—	13	—
France	276	—	—	—	—
Germany	—	—	—	—	2,956
Hungary	—	—	—	—	—
Italy	—	—	—	—	42
Netherlands	849	—	531	—	461
Norway	260	—	—	—	—
Poland & Danzig.....	—	—	—	—	178
Russia in Europe.....	450	—	—	—	—
Spain	335	—	—	—	996
Sweden	795	—	50	—	61
Irish Free State.....	—	246	—	—	—
United Kingdom	36,842	31,044	667	3,189	2,730
Canada	68,210	33,231	7,038	5,682	68,120
Brit. Honduras	102	268	58	—	13
Costa Rica	1,329	626	73	—	192
Guatemala	4,141	144	—	—	240
Honduras	739	1,179	318	49	494
Nicaragua	143	479	7	—	363
Panama	2,320	1,928	148	282	1,449
Salvador	484	—	—	59	507
Mexico	12,622	12,835	409	5,881	10,091
Miquelon & St. Pierre Is.	—	—	—	—	59
Newfld. & Lab.....	2,863	2,009	100	71	278
Bermuda	257	731	105	11	56
Barbados	—	45	—	—	78
Jamaica	232	46	—	31	459
Trinidad & Tobago....	128	123	—	—	91
Other Brit. W. Ind....	1,257	254	78	193	117
Cuba	100,559	26,180	333	847	12,327
Dom. Republic	1,898	3,058	—	243	790
Dutch W. Indies.....	48	19	—	30	11
Haiti	800	1,750	—	273	463
Virgin Is. of U. S....	350	79	—	14	85
Argentina	2,603	8,061	24	10	1,525
Bolivia	345	2,872	—	123	920
Brazil	1,983	219	—	185	7,225
Chile	258	—	—	—	866
Colombia	1,677	3,522	—	208	1,681
Ecuador	232	192	—	174	470
British Guiana	—	33	—	48	—
Dutch Guiana	—	—	—	—	—
Peru	1,031	1,659	—	335	153
Uruguay	144	383	—	11	230
Venezuela	2,201	2,293	—	—	1,022
Aden	68	—	—	—	—
British India	2,049	18	—	—	539
Ceylon	161	22	—	—	60
Straits Settlements ...	863	—	—	—	85
China	2,558	1,234	—	7,623	112
Java & Madura.....	1,778	—	—	—	15
Other Dutch E. Ind..	1,626	2,218	—	—	46
Hongkong	320	55	—	—	46
Japan	19	149	46	—	626
Kwangtung, leased terr.	—	70	—	—	—
Philippine Islands ...	9,944	3,459	—	50	1,857
Siam	—	—	—	—	—
Australia	7,940	25,070	844	863	6,160
British Oceania	—	118	—	148	9
French Oceania	340	18	—	215	—
New Zealand	5,642	1,865	188	179	1,553
Other Oceania	—	23	—	—	—
Belgian Kongo	—	—	—	—	—
Brit. W. Africa.....	—	4	—	53	—
Brit. S. Africa.....	11,012	1,765	1,083	205	773
Brit. E. Africa.....	475	—	—	—	10
Egypt	175	—	—	—	—
Morocco	576	—	—	—	—
Port. East Africa....	94	42	—	—	—
Total.....	294,450	171,638	12,100	27,298	129,810

Department Store Sales In April Increase

The June 1 monthly review of credit and business conditions by the Federal Reserve agent at New York will contain the following item on retail trade:

"April department store sales in this district averaged nearly 3 per cent larger than a year ago, a slightly smaller increase than occurred in the first quarter of the year and somewhat less than the usual year to year increase. Apparel store sales were about equal to those of a year ago, following a large gain in March, when sales were increased by early Easter buying.

"Department store stocks at the end of April showed an increase of 2.3 per cent over a year ago, a slightly smaller increase than sales. The ratio of sales, however, to average stocks during the month, at selling prices, was 31.9 per cent, compared with 32.1 per cent a year ago. The average amount of individual sales transactions was \$3.03 compared with \$2.94 in April, 1924.

	Net sales Per- centage change April, 1924, to April, 1925.	Stock on hand Per- centage change April 30, 1924, to April 30, 1925.
New York	+ 3.3	+ 1.5
Buffalo	— 2.1	+ 3.5
Rochester	+ 6.1	+ 7.3
Syracuse	+ 3.0	+ 5.0
Newark	+ 2.6	+ 6.3
Bridgeport	+ 4.8
Elsewhere	— 3.1
Northern New York State	— 2.3	..
Central New York State.....	— 4.5	..
Southern New York State.....	— 3.4	..
Hudson River Valley District....	+ 4.6	..
Capital District	+ 4.3	..
Westchester District	+ 0.7	..
All department stores	+ 2.6	+ 2.3
Apparel stores	+ 0.3
Mail order houses	+ 4.1	..

"Whereas in March sales by departments showed the largest increases in wearing apparel, in April, as indicated in the following table, the largest increases were in luggage, linens, hosiery and silver and jewelry. Moderate increases were reported also in furniture and home furnishings, women's apparel and silk and cotton yard goods.

	Net sales Per- centage change April, 1924, to April, 1925.	Stock on hand Per- centage change April 30, 1924, to April 30, 1925.
Luggage and other leather goods...	+ 8.8	+ 7.5
Linens and handkerchiefs	+ 8.2	+ 4.9
Hosiery	+ 7.9	+ 0.5
Silverware and jewelry	+ 7.6	+ 0.1
Home furnishings	+ 6.9	— 1.0
Silk Goods	+ 6.8	— 7.0
Women's and misses' ready-to-wear.	+ 6.5	+ 1.8
Furniture	+ 6.4	+ 5.5
Cotton goods	+ 6.0	+ 2.6
Shoes	+ 5.5	+ 3.8
Toilet articles and drugs	+ 5.2	+ 10.5
Men's furnishings	— 0.1	+ 12.4
Women's accessories	— 0.4	— 1.8
Men's and boys' wear	— 0.7	+ 8.9
Woolen goods	— 8.3	— 2.4
Miscellaneous	+ 6.7	+ 1.8

"A comparison of department store sales by Federal Reserve districts in the first four months of this year with the corresponding period of last year indicates that except in this district sales in the industrial Northeastern

section of the country have been generally smaller than last year, while sales in some of the agricultural districts of the South and West have shown substantial increases."

April Foreign Trade Analysis

Figures now made public by the Department of Commerce presenting an analysis of our April imports and exports, according to stage of manufacture, are interesting in several respects. The essential facts are presented in the following table:

Imports	April	
	1924	1925
Crude materials	\$110,589	\$140,540
Foodstuffs, crude	35,286	36,591
Manufactured foodstuffs	58,629	49,426
Semi-manufactures	54,528	59,824
Finished manufactures	64,069	62,305
Miscellaneous	1,189	1,012
Total	\$324,291	\$348,698
Exports—		
Crude materials	\$ 80,719	\$ 83,908
Foodstuffs, crude	13,336	36,192
Manufactured foodstuffs	42,693	39,386
Semi-manufactures	50,986	60,700
Finished manufactures	147,546	170,875
Miscellaneous	454	529
Total dom. exports	\$335,734	\$391,594
Foreign exports	111,202	7,704
Total exports	\$346,936	\$399,048

The general trend of our foreign trade during the month of April is thus seen to be much the same as in the preceding month. Imports of raw materials are still substantially ahead of those of the corresponding period in 1924, and none of the other items, with the possible exception of semi-manufactured goods, show very material increase. On the export side raw foodstuffs and manufactured articles are responsible for the bulk of the improvement noted over April, 1924. So far, therefore, as these figures are concerned there is little indication that the situation has greatly changed save in degree since the first of March. The question is, however, whether most of the receipts and shipments of April were not on contracts entered into some little while ago. Specific answer to this query is not, of course, at the present moment possible, although the presumption is that a large part of the foreign trade carried on in April was a result of previously made arrangements.

The most recent reports appear to indicate that there has been some tendency toward decline in international trade, generally speaking, and it is certain that our export trade is not expanding, or even holding up as well as some had hoped that it would. Yet there is nothing in these accounts to cause unwarranted pessimism. On the whole, business, both domestic and foreign, seems to be doing moderately well, as well, in fact, as there ever was much reason to expect it to do.

Chain Store Sales Continue to Gain

Chain stores generally report steady gains in gross sales for May, as compared with the same month last year.

The S. S. Kresge Company reports April sales of \$8,150,225, as compared with \$7,369,780 for April, 1924, an increase of 10.5 per cent.

The McCrory Stores Corporation's gross sales for April totaled \$2,255,113, against \$2,086,711 in the same month in 1924, an increase of 8 per cent. Gross sales of \$7,743,892 are reported for the first four months of the year, comparing with \$6,888,288 reported for the same period in 1924. This is an increase of 12.4 per cent.

April sales of the G. R. Kinney Company, Inc., are reported at \$1,921,923. Compared with \$1,861,053 reported for April, 1924, this represents a gain of 3.2 per cent. Sales for the four-month period are given as \$5,259,555, compared with \$4,782,252 for the same period in 1924. This is an increase of 9.9 per cent.

The W. T. Grant Company reports sales of \$2,329,708 for April, 1925, compared with \$1,909,831 for the same month of last year. This is a gain of 21.9 per cent. Sales for the first four months of 1925 are reported at \$7,952,579, against \$6,459,450 a year ago. This is an increase of 23.1 per cent.

Sales of the Metropolitan Chain Stores, Inc., are reported as \$639,770 for April, as against \$617,729 for April, 1924, an increase of 3.5 per cent. Sales for the first four months of this year are reported at \$2,129,172. This compares with \$1,981,823 for the same months of 1924 and is an increase of 7.4 per cent.

Sales for the J. C. Penney Company, Inc., for April, 1925, are reported at \$7,240,188 compared with \$5,961,371 for April, 1924, this is an increase of 21.4 per cent. Sales for the 1925 quarter are given as \$21,477,416, against \$17,892,816 for the same quarter in 1924. This is a gain of 20 per cent.

The F. & W. Grand 5-10-25 Cent Stores, Inc., reports April sales of \$637,736, against \$553,738 a year ago, an increase of 15 per cent. For the four months ended April 30, 1925, sales of this company amounted to \$2,063,541 against \$1,840,742, for the corresponding period last year, a gain of 12 per cent.

Dollar's Buying Power Is 63.6 Pre-War Cents

Prof. Irving Fisher of Yale University announced that last week's prices averaged 157.2 per cent of the pre-war level. The purchasing power of the dollar was 63.6 pre-war cents.

Crump's index number was 151.9.

Index numbers for the last five weeks follow:

	Fisher.	Crump.
June 6.....	157.2	151.9
May 30.....	158.0	152.6
May 17.....	158.0	152.0
May 10.....	156.2	152.8
May 3.....	154.1	154.0

Survey Says—Business Outlook Sound

Business conditions are thoroughly sound and a stronger feeling of optimism is noted than in the earlier months of the year, was the report presented of a monthly business survey made by J. H. Tregoe, executive manager of the National Association of Credit Men, made public this week.

"The future of business is undoubtedly promising, and we are merely retarded here and there by the arising of conditions brought about through maladjustments in our production and distribution facilities," said Mr. Tregoe.

"Employment is actually on the increase and there is a general feeling of content in the labor field."

"Buying as a rule," says Mr. Tregoe, "has been in small lots which, while giving in some lines a very fair total, has increased distribution costs appreciably. There has been too much bearish talk and too little work to overcome the problems."

"There has been a cutting of prices in some lines. As a remedy for a situation like the present, cutting prices is neither wise nor a permanent stimulation."

"Throughout our recuperative period, when production was turned loose and approximated its maximum capacity, we soon discovered the disproportion of production and consumption in a normal period. It was not long before industries were piling up commodities in anticipation of better and better business. Overproduction is still apparent, but readjustments are gradually being made; installment selling is having a marked effect on the immediate distribution of some commodities.

"In the construction field April recorded the largest total of building contracts ever recorded. In thirty-six Eastern States which include about seven-eighths of the total construction volume of the country, the contracts of April amounted to \$546,970,000. This was an increase of 14 per cent over March and 13 per cent over April, 1924. Retail distribution through department stores, chain stores and mail order houses showed improvement in April.

The detailed summary of conditions is as follows:

Sales.—57 per cent reported larger and 39 per cent smaller sales in April than in March. April, 1925, compared with April, 1924, 53 per cent reported larger and 39 per cent smaller sales. Comparing the first quarter of 1925 with the same period of 1924, 52 per cent had larger and 41 per cent smaller sales.

Collections.—60 per cent reported larger and 30 per cent smaller collections in April than in March.

Receivables.—50 per cent carried a larger volume on May 1, 1925, than on May 1, 1924, and 41 per cent carried a smaller volume.

Failures.—66 per cent anticipated fewer failures during the remainder of 1925 than during the first half, and 28 per cent a larger number.

General Outlook.—75 per cent expected improvement in sales and collections during the summer and fall months, 16 per cent expected no improvements.







Gold Encrusted Dinnerware

from the

"Victoria" China Factory

Made of a clear, white china body and decorated with a coin gold encrusted border. Dinnersets and open stock for immediate delivery. Write for samples and prices.

When in New York again visit our beautiful "Crystal Room" brim-full of recently arrived new numbers of glass-ware.

Lazarus & Rosenfeld

98 Fifth Avenue
New York

Pacific Coast Representative:
F. C. Tuska, 150 Post St., San Francisco





CAUGHT IN THE NEWS NET



AMONG the recent visitors to New York was H. H. Phillips, sales manager for Factory U of the United States Glass Co., Gas City, who arrived last Saturday night to confer with Ed. Craig, the concern's New York representative. Mr. Phillips left New York for Cincinnati Wednesday.

After several general meetings of creditors and creditors' committee of M. Rosenbaum & Sons, appointed by the creditors in general, it was decided the most logical plan to pursue in the matter was to avoid liquidation of the estate in bankruptcy proceedings in which creditors would receive only a nominal dividend if anything at all. A trust agreement was therefore executed by Julius Rosenfeld, of Lazarus & Rosenfeld and Arthur Judell, of Judell Bros., for the benefit of all creditors. Under the terms of the agreement the trustees will sell all the assets of the debtor at the best available price. Such sale will probably not take place until the fall when the market will be more active.

Mrs. S. A. Slobodkin, wife of S. H. Slobodkin, New York, representative of the Canonsburg Pottery Co., and W. S. George Pottery Co., spent a few days in New York last week looking for a suitable location to make their home. They have been living in Boston and are anxious to settle in the vicinity of New York as soon as possible.

Harry Marks, with Lazarus & Rosenfeld, has arranged to sail on June 27th, aboard the *Nieu Amsterdam*, to visit the concern's London office, as well as the Victoria china factory in Czecho-Slovakia, and other factories represented by the firm in this country. Mr. Marks will devote most of his time to working with the factory heads on new designs to be brought out in the various lines. Mrs. Marks will accompany him on the trip.

We stated in error in our issue of June 4th, that Harry S. Clarke, sales manager for B. Tomby, expected to sail for Europe last Saturday. He probably will make his regular summer trip to the factories, but has not made definite plans for his departure.

John Plummer, of the A. J. Fondeville & Co., sales staff, is having the time of his young life this week on a fishing trip. "John" is a wizard when it comes to enticing the fish to bite and probably will return next week with a marvelous tale about his catch that will be the last word in fish stories.

Fernand Desmaison, with L. Bernardaud & Co., New York, returns Friday from a month's trip through the West. Mr. Desmaison plans to sail shortly for France for a conference with Jaques Bernardaud, head of the concern.

H. J. Plant, director of R. H. & S. L. Plant, Ltd., Longton, Eng., manufacturers of the Tuscan line of bone china is expected to arrive in New York, on June 21st to confer with Eugene Fondeville, head of A. J. Fondeville, who represents the Plant interests in this country.

Mrs. W. E. Pomeroy, with Horace C. Gray Co., New York, left on Wednesday of last week for a vacation of several weeks, which she will spend visiting a friend in Miami, Fla.

William G. Mueller, Inc., are exhibiting a special showing of their imported Bavarian china at the Chicago Gift Mart which opens in a few weeks. Their exhibiting space is on the second floor, section A8.

David H. Brandon, formerly with L. D. Bloch Co., is the newest addition to the Lazarus & Rosenfeld staff of travelers. He will cover southern territory for the concern.

D. Fisk, credit manager for Lazarus & Rosenfeld, is planning to rest from his labors for two weeks beginning July 4th, when he will depart with Mrs. Fisk for a two weeks' sojourn at Bradley Beach, N. J.

Ed. Craig, New York representative of the United States Glass Co., Pittsburgh, Pa., was called for jury duty Monday.

Miss Minnie Walters, with the Horace C. Gray Co., New York, attended the funeral of Joseph Levy, in Cincinnati on Wednesday.

David A. Parks has recently opened a shop at 1212 Fulton St., Brooklyn, where he will carry a line of glassware, china and gift specialties.

Lipman Creditors Make Settlement

The loss through fire, which occurred to Sol Lipman & Co., 13 West 18th St., New York, crockery wholesalers, on February 2nd last, which resulted in the company not being able to meet its obligations, has been adjusted in a bill of sale of all assets including insurance money being

given to H. R. Upright, of Boyd & Boyd, 45 East 17th St., to hold in trust for the benefit of and as a protection to their creditors. A meeting of all creditors was called on April 3rd, at the office of Boyd & Boyd, and a committee of the largest creditors was appointed, comprising Julius Rosenfeld, of Lazarus & Rosenfeld, Chairman, Oscar Kopel, of Rowland & Marsellus and M. A. Goldstein of Louis Wolf & Co. The Committee co-operated with the trustee in the liquidation of the business. An adjustment was made with the insurance company for \$10,900. Liabilities approximated \$21,000, and assets consisted of the equity in the insurance as above less a 10 per cent adjustment fee, netting \$9,810, and accounts receivable collected by the trustee of \$465.14. All creditors agreed to take a settlement of 45 per cent cash, the committee proceeding to make distribution and the remaining assets being returned to Lipman & Co. The above is an example of constructive adjustment as is generally advocated by credit men throughout the country without resorting to the usual proceedings and expense of bankruptcy.

Joseph Levy Dies Suddenly

President of Lewis & Neblett Co., Stricken While Playing Golf

Seized with acute indigestion while playing a match game of golf at the Hillcrest Country Club, Cincinnati, O., last Sunday afternoon, June 7, Joseph Levy, prominent in Cincinnati business and club circles, died while being taken to the Jewish Hospital.

Mr. Levy was playing a foursome with Harry Marks, Edward Brophy, professionals at the Western Hills Country Club and Archibald Simpson, professional at the Clovernook Country Club, when stricken. Dr. H. B. Weiss who was playing near by when Mr. Levy collapsed, took him to the hospital.

Mr. Levy who was 55 years old was the president of Lewis & Neblett Co., importers of china and glassware, Cincinnati, and took charge of most of the buying for the concern. He was very popular in the trade, having many staunch friends in the business among whom he will be greatly missed. He had been associated with the above company for forty years. He entered its employ as a youth and worked his way to the top. Mr. Levy was a member of the Business Men's Club, Chamber of Commerce, Cuvier Press Club, and Hillcrest Country Club, Cincinnati. He was a Mason and an Elk. He contributed to many charitable institutions.

Mr. Levy was born in 1870 and started his career as an errand boy with C. E. Brockman, in 1883 and in 1889 he started on the road. It was in 1892 that he joined Lewis & Neblett as a traveling man, taking over the business in 1902, with Carl Meyer. During that year the business was incorporated and he became president of the concern.

He is survived by his widow, Mrs. Jennie Koppel Levy; one brother, Samuel Levy, president of the A. L. Due Fireworks Co., Reading O., and a sister in Los Angeles.

Funeral services were held at his home on Wednesday morning, burial was at the Jewish Cemetery at Hamilton, Ohio.

"Miss Annie," Beloved Dean of Saleswomen Passes On

There are many in this trade who will mourn the passing of Miss Anna Fagin—better known to customers and salesmen alike as "Miss Annie"—who died at her home in Covington, Ky., on June 5th.

"Miss Annie" was a saleswoman in the china and glassware department of H. & S. Pogue Co., Cincinnati, O., having devoted her entire business career to the service of the china and glassware trades. She had spent the fifty years in the employment of two stores, first with F. Schultz Co., and later with H. & S. Pogue Co., with whom she was employed up to the time of her illness under H. Adler buyer of china and glassware for this store. She is said to have been the Dean of retail saleswomen, and one of the best known and best loved woman in the trade. She served three generations of customers numbering among them some of the most prominent people in Cincinnati and its environs. A convincing tribute to her charm of personality and sterling character is evinced by the grief and consternation the news of her death caused among her many friends throughout the trade.

Stewart Shillito Dead

The second generation of the mercantile house of the John Shillito Co., passed with the death of Stewart Shillito, its president, who expired Monday night June 7th, at the age of 69. His illness began ten days ago with neuritis in the right shoulder. The funeral services were held at the Church of the Covenant today (Thursday).

Chicago Housefurnishing Exposition

There will be a great variety of merchandise of domestic and imported make ready for the inspection of house furnishing buyers when the doors of the American Exposition Palace are thrown open on June 22 for the National Housefurnishing Exposition. This important merchandising event, held in the mammoth American Furniture Mart and at the same time as the semi-annual Furniture Show is under way, will doubtless draw thousands of buyers from all parts of the country. The official registration of buyers at the last exhibit was close to 7,000, including men from every state in the Union.

The management of the Housefurnishing Exposition recently announced the following list of exhibitors who have already arranged for exhibit space during the event. Many other applications from manufacturers are in and awaiting assignment of space. The list includes the following: Aladdin Mfg. Co., Muncie, Ind.; American No-

Aladdin Mfg. Co.	Muncie, Ind.
American Nokol Co.	Chicago
Argonne Lamp Shade Co.	New York
Armor Bronze Corp., The.	Garwood, N. J.
Art Industries, The.	New York
Artique Studios.	Chicago
Artistic Brass & Bronze Works.	New York
Art Metal Works.	Newark, N. J.

Artwood Corp.	Philadelphia
Atran-Courshon Co.	Chicago
Beardsley Studios	"
Bellaire Enamel Co., The.....	Muncie, Ind.
Benjamin Lamp Co.	Chicago
Biltwell Basket Co.	Warsaw, Ind.
Binder & Berman	Chicago
Block Portelier Co.	"
Bloom, Inc.	"
Borin Mfg. Co.	"
Jos. A. Browne & Son.....	North Manchester, Ind.
Brunswick Lamp Mfg. Co.....	Chicago
Chicago Chaplet Co.	"
Chicago Mirror & Art Glass Co.....	"
Clements Mfg. Co.	"
Coco Cola Bottling Co.	"
Columbia Metal Products Co.	"
Continental Scale Works	"
Daison Mfg. Co.	Philadelphia
Decorative Workshop	Chicago
Elite Lamp Shade Co.	"
Finestone Factories	"
Goldsmith Piano Co.	"
Grand Wood Works,, Inc.	"
Henson, M. Elizabeth	"
Home Equipment Magazine	"
House Furnishing Journal	"
House Furnishing Review	New York
Howard Mfg. Co.	Chicago
Imperial Floor Lamp Co.	"
International Trading Co.,	"
Jones Dietarian Corp.	"
Karr Range Co.	Belleville, Ill.
Kuehl Clock Co.	Chicago
Wm. Kyle Co.	Philadelphia
LaRoss Lamp & Shade Co.	Chicago
Lightolier Co.	New York
S. A. Maxwell Co.	Chicago
McNicol, T. A., China Co.....	East Liverpool, O.
Metal Ware Corp.	Two River, Wis.
Moore Push Pin Co.	Philadelphia
Mueller, L. J., Furnace Co.	Milwaukee
National Art Novelty Co.	Chicago
National Stamping & Electric Works.....	"
Northwestern Art Shade Co.	"
Original Lamp Shade Co.	"
Pelouze Mfg. Co.	"
Radio Master Co.	Bay City, Mich.
Raedlin Basket Co.	Chicago
Redmon, W. C., Sons & Co.....	Peru, Ind.
Regal Polishing Cloth Co.	Chicago
Roman Ornamental Metal Co.....	Newark, N. J.
Samoline Corp.	Chicago
Schneider, David S., Inc.....	Milwaukee
Schachter, A. J.	Chicago
Simons-Woolf Co.	"
Wakem & McLaughlin	"
Weintraub Lamp Shade Co.	"
Western Steel & Chemical Co.....	"

Willrich-Phalen Co.	Saginaw, Mich.
Wisconsin Wood Products Corp.....	Two Rivers, Mich.
Wright, Kohn Lloyd, Inc.	Chicago

Buyers in New York

JUNE 5TH, 1925

E. H. Collins, silverware, Joslin D. G. Co., Denver, Colo., 23 E. 26th St. (W. T. Knott).

JUNE 10TH, 1925

E. S. Carlson, house furnishings, R. H. White & Co., Boston, Mass., 432 4th Ave.

Hedges With Sinclair Co.

H. P. Sinclair & Co., operating glass plants at Corning, Bath and Dunkirk, N. Y., has announced that Will T. Hedges has become associated with them as Director of Marketing. Mr. Hedges recently announced his resignation as Director of Sales of Pyrex Division, Corning Glass Works.

The Sinclair plant in Corning, making cut and engraved table ware, has been in operation for 20 years. They have an art glassware plant in Bath which has been in operation for about four years.

About 15 months ago Mr. Sinclair opened negotiations for the plant in Dunkirk and since that time it has been under reconstruction and equipment for a general glass manufacturing line, although no announcement has been made locally as to what lines will be specialized in Dunkirk. The company has the reputation of manufacturing a product of exceptional quality and distinction.

150 Trade Experts to Attend Paris Decorative and Industrial Fair

Over 150 American trade experts, forming the most important delegation that has ever visited Europe on a commercial mission, are about to leave for Paris to attend the International Exposition of Modern Decorative and Industrial Arts.

Four commissioners appointed by Secretary Hoover will head these delegates, who will represent thirty-one associations of manufacturers connected with such industries as textiles, lighting fixtures, jewelry, silverware, glassware, furniture, women's wear, wall paper and builders' hardware.

During their stay of ten days in Paris the delegates will be officially received by the French Government, which has arranged an elaborate program of entertainment. In addition to making a thorough study of each department of the exposition they will afterward submit a joint report to the Department of Commerce, giving the results of their observations for the benefit of American manufacturers.

Clayton W. Couseps, a member of the Wall Paper Manufacturers' Association, one of the most important

industrial organizations represented by the delegation, left New York for France on the Royal Mail liner Ohio in order to reach Paris in advance of the main body of delegates, who have arranged to leave next week. Mr. Cousens believes that a technical examination of the various exhibits displayed at the Paris exposition will be of great benefit to American manufacturing interests.

"The industrial exposition," Mr. Cousens said, "is an annual affair, and is attended by large numbers of merchants from all parts of the world. Although it has been extremely helpful to the export trade of foreign manufacturers, and almost every country, including China, Japan and Czecho-Slovakia, has been sending exhibits to Paris each year, the United States has not participated, nor has Congress provided for any official mission. Realizing the probable importance of the exposition as a means of extending American foreign trade, Secretary Hoover recently suggested that associations representing American industries, whose products enter the home should send delegates to Paris, with a view to studying the numerous lines of manufactured goods now on view. This suggestion met with immediate approval.

German Glass Industry in Favorable Position

The new gold mark balance sheets show that the German glass industry has not lost much, if anything, through the inflation, according to Trade Commissioner Theodore Pilger, Berlin. Most of the companies have increased their capital above the pre-war figures. Where losses have been sustained, they have been covered out of the liberal pre-war reserves. Heavy mortgage and bond issue debts were wiped out by the inflation to the manufacturers' advantage, and the revaluation question has not attained such a definite stage yet as to disturb the peace of mind of the manufacturers.

The last five years show a considerable number of amalgamations within this industry. The largest companies have grown still further by absorbing smaller producing units. The total production, however, has not increased to any marked extent—despite the fact that control is being centered in a smaller number of plants than before the war.

Most of the companies do not show large open reserves in their balance sheets—probably to avoid the likelihood of heavy taxation later on. The average reserve fund of 12 of the largest producers is approximately 9 per cent of total capitalization.

The extent to which the companies have profited through the inflation may be judged by the fact that before the war the average mortgage and bond issue debt of the stock companies amounted to 50 per cent of the stock capital. In the new gold mark balance sheets the average is about 4 per cent. With the exception of one company, all other large producers' gold mark balance sheets show decreased figures of "bills payable."

A general study of the balance sheets indicates a very liquid state of the various enterprises. "Bills receivable" accounts are also considerably lower than before the war,

which is an effect of the strict cash and short-term sales policy now in use, on account of the credit shortage in Germany.

For Summer Months



EVEN if your store is equipped with modern conveniences, shopping during the hot hours of the summer day is very uncomfortable and often tends to create a feeling of irritation which may be turned against your store. It is therefore good policy to encourage buying either in the early or later parts of the day, when your store is more comfortable. In your advertisement make a feature of the slogan: "Be Comfortable—Do Your Buying in the Cool morning hours."

Such a policy will also prove its worth through the increased efficiency of yourself and employees. It is hard for sales people to put enthusiasm into their work in the mid-day summer atmosphere of the average store.

The hot days of summer will bring many to inquire about the temperature. A good way to couple up the thermometer with a store message is to have a large bulletin board made, with the thermometer attached at one end. At top of the board should be painted: "The Temperature Today." The balance of space should be used for writing store prices, store news, etc. If the board is black—notice can be chalked thereon; if plain, typewritten sheets can be fastened on with tacks.

Souvenirs suitable for the summer season and which can be purchased at very reasonable cost in lots of several dozen are:

Drinking cups	Paper Hats	Ice Blankets
Ice picks	Fly Swatters	Camphor Balls
	Lemon Squeezers	

When these souvenirs are used as inducements to bring customers to your store on certain days, the money spent for them will be wisely invested.

The French Glass Industry

A works is now being constructed at Sarrebourg for the "Verreries Lorraine," according to the "Pottery Gazette." The "Cristalleries de Nancy" are going to install a 12-pot Stein furnace, and a similar step is being taken, says "Le Verre," by the "Verreries de Rambouillet." At the "Cristallerie d'Ivry" some furnaces have now been drawn, and mechanical apparatus is being installed. The "Verrerie de Compiègne" is now at a standstill. The "Usine Fourcault d'Aniche" is now drawing very thick sheets of glass of very fine quality, and the French market is giving a very favorable reception to this substitute for plate-glass. The second Fourcault works in France, at the "Verreries de Vertou," near Nantes, commenced operations a few weeks ago.

*National
Quality*



Willowbrook Pattern—La Rosa Shape
Complete line of new decorations on
display by the following representatives

D. King Irwin, 200 Fifth Avenue, New York	E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
F. A. Miner, 5 Prospect St., Rochester, N. Y.	E. E. Wilgus, Rms. 301-4, 10 High St., Boston, Mass.
Earl W. Newton & Associates, Chicago, Ill.	9 N. Wabash Ave., Chicago, Ill.

The National China Co.
Salineville, Ohio

The Winning Customer



TRY this when you want to stimulate a little interest during dull seasons and at the same time get some inexpensive advertising. Select the name of the tenth customer who comes into your store on Monday morning, write his or her

name on a sheet of paper, insert the paper in a thick envelope and mount the envelope in center of a large piece of cardboard on which is lettered the following sign:

"IS YOURS THE HIDDEN NAME?"

This envelope contains the name of a resident of our city. It also contains the name of one day of the week. If the party whose name is written on the inside of this envelope makes a purchase at our store on the day of the week identical with that written on the inside of this envelope, we shall gladly make him or her a present of five dollars.

If you should adopt this plan it would be well to continue it for several weeks for its advertising effects are cumulative. After three or four weeks have passed your weekly present will have built up a lot of conversational publicity in your neighborhood.

Leipzig Fair to Open American Sales Center

The establishment of a permanent American sales and purchasing center for American exporters and importers at the semi-annual Leipzig Sample Fair is being planned by the American Leipzig Fair Association, with headquarters in the Woolworth Building.

Upward of two hundred thousand buyers from all countries of the world attended the last fair in March, while nearly fourteen thousand sellers, also from many lands, catered to them.

The Leipzig Fair is an international bartering institution, which takes a whole city for its activities. About one hundred city buildings, one of the most interesting a new underground structure, were used at the March gathering, while a great exhibition of machinery was held outside the regular center.

There were Americans among the more than 600 non-German manufacturers and jobbers who made use of the fair; but many of those lost all claim to special attention by operating through German agents and by scattering their booths about the grounds. An American center would gather them together and focus public attention upon them. Besides some American visitors complain that the German agents kept American goods in the background. At the American center, run by Americans in American fashion, the effort to get orders would be the first consideration.

The Fair people believe that an American national center would attract all regular visitors to the gathering and in addition thousands of special visitors from many lands, who would be anxious to see our first important sales exhibition in Europe.

WORTH 3110

Williamsburgh Flint Glass Co.
290 Broadway
New York

Manufacturers of

Lamp Chimneys Shades	Lamps Lantern Globes
Towel Bars	
Linings for Mounting Made to Order	
Private Mould Work	

Smith Ceramic Studios, Inc.
901-9 Monroe Ave., Rochester, N. Y.

Originators of
Unusual Creations in Decorated
China and Glassware

Salesrooms

NEW YORK Geo. H. Donovan Room 1112, 5th Ave. Bldg	BOSTON Wilgus-Good Co. 10 High St.
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Also Displays at

Philadelphia Gift Market 970 Drexel Bldg. Philadelphia	Bush Terminal Sales Bldg. 140 W. 42d St. New York
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GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



A FAIR amount of activity continues to prevail in the flint glass trade, and the majority of all factories featuring this line of goods are working on favorable production schedules. New business for the entire flint line is in favorable receipt, although it is admitted that the seasonable items are in best request. Blown and stemware lines are in good movement, and department stores are the best buyers of this line. Decorated glassware continues in rather good movement, and on account of the special sales now being featured in many department stores, this line has been "played up" to advantage by many managers with good results. The retail demand for the line is being felt at all factories, where it is said sales for this season are in excess of that of a year ago. There was a slight decrease in the production in many factories during the last two weeks on account of the severe hot weather, which situation is always discounted by the factory managers. Shipments are being made from all factories with reasonable promptness, and no complain is being offered by buyers on this account—a situation quite different from that prevailing during the late war period.

The line of glassware that is being made a big feature in all stores at this time is the iced tea, grape juice and ice water sets. Factory managers report an excellent sale on all three items and that many dealers are forwarding repeat orders. In several instances factories are back several weeks on orders for these lines, with the result some extra shops have been added in order to increase output. The new lines in these items featured by the factories during the January buying season have been selling well, although some of the older numbers have also been in very good request.

Fire caused a loss estimated at \$50,000 when the two story frame warehouse of the Flaccus Glass Co., Tarentum, Pa., was destroyed by fire late last week. The warehouse was well stocked and it is here where the heaviest loss was sustained.

The business offices of the Co-Operative Glass Co., North Vernon, Ind., have been relocated at Corydon, Ind., where the company is now engaged in erecting a new factory. Their plant at North Vernon was destroyed by fire several months ago, and has been relocated at Corydon because of the offer of cheaper fuel.

Winfield S. Walsh, with offices at 948 Union Trust Building, Pa., has applied for a chapter for the Schreiber Mfg. Co., which is to become interested in the manu-

facturing and selling of glass. The company was granted a charter last Monday.

Summer vacations will soon be the rule in all flint glass factories, according with the agreement entered into between representatives of the workers and the manufacturers. At least twenty-five per cent of the employes can be off duty for a period of two weeks at one time. When these return, another quota has permission to take a summer holiday, so that at the end of August all of the factory employes will have shared in the summer vacation period, and production kept up in the meantime.

The board of directors of the Kaufmann Department Stores, Inc., have declared a quarterly dividend of \$1.75 per share on the preferred stock which is payable July 1 to stock of record as of June 20. This corporation has been a consistent dividend payer for many years.

The annual wage conference in the flint glass industry will begin at Atlantic City, as previously announced in the JOURNAL, the opening session being July 15. Manufacturers' committees will meet with similar department committees representing the workers from day to day until the entire list has been discussed. Just what the outcome conferences will be has not been predicted, although opinion prevails that amicable adjustments will eventually be made in all departments ere the conference closes. It may also follow that matters left unfinished at the Atlantic Conference will be discussed at future meetings that will be scheduled to be held in the headquarters of the Association in this city.

The Guarantee Liquid Measure Co., Rochester, Pa., manufacturers of the Fry visible gasoline pump for filling stations, has purchased the outstanding stock of the Marvel Equipment Co., Cleveland, thereby making the purchasing interest the largest producer of filling station equipment. All of the glass used by this concern is from the Fry plants, Rochester Pa. The Cleveland company will continue active in other industry closely allied with the filling station business.

Glass manufacturers in this district who are engaged in the export business report a rather active shipping schedule. Several factories are making a special feature in the exporting of tableware while others are concerned mainly in the exporting of items that are peculiar to the wants of the natives of such countries. This is especially true with reference to the South American trade.

(Continued on page 30)



WHAT THE POTTERIES ARE DOING



WHILE there has been a slight improvement in the demand for dinnerware over that of the last few months, manufacturers are of the opinion that real activity in new business will not appear on the surface much before July or August. It is at this season of the year when the trade anticipates stocks for fall and winter requirements. The district as a whole is operating on a schedule of about four days a week, this being about the average for all plants. Some have been working five days per week, others about three. The severe hot weather of last week even curtailed this production record, especially as it had to do with the clay shops. Mail orders are just a little stronger in volume, but the volume specified is in keeping with the requirements of the season. A number of salesmen have returned from road trips, and a few buyers have been registered in the East Liverpool district during the last few days. Some of these buyers were interested in stocks for immediate delivery, while others were concerned in merchandise for future shipping dates. The prediction is made here that production of generalware will not reach a point of normalcy until late in August, when the demand for fall and holiday stocks will be in full swing.

While no information is available at this time, it would not create any great surprise to learn of the United States Potters' Association again selecting William Burgess, recently resigned as a member of the Tariff Commission, to his former position as vice-president of the Association. Mr. Burgess served the Association in a similar capacity for many years, and the investigations he conducted abroad in the interest of the pottery industry proved of untold value not only to the domestic manufacturers, but to the Federal Government as well. Should there be a summer meeting of the Association held here as has been proposed, it may follow that Mr. Burgess will be invited to attend this gathering.

E. W. Hammond, New York representative for the Knowles, Taylor & Knowles Co., East Liverpool, has returned to his office, after spending several days at the factory. Mr. Hammond is showing the full dinnerware line of this factory in his New York offices.

The Imperial Ceramic Arts Co. is the name of a new concern that has just applied for a Pennsylvania charter. The application has been filed with the Secretary of State at Harrisburg, Pa., by M. J. Kraus, Elwood City, Pa. It is the purpose of the company to engage in the decorating of glassware and both china and semi-porcelain ware. Paul J. Burgun has been named as one

of the incorporators of the company. The charter is to be granted June 18.

After spending a week in the New York district, T. A. McNicol, of the T. A. McNicol China Co., has returned to his desk. "Judging from the volume of business we are receiving, it is my opinion that the turn in the road has been reached, and that from now on we all will see an improvement in demand. We are now showing an increased production in our factory."

Langley Hawthorn, buyer for Gimbel Bros., New York store, spent several days in the East Liverpool and Pittsburgh, Pa., glass district last week. He was interested in stocks for immediate delivery and was also anticipating future requirements.

At the suggestion of A. V. Bleininger, in charge of the research department of the Homer Laughlin China Co., and chairman of the Research Committee of the United States Potters' Association, the Ceramic Section of the U. S. Bureau of Mines is conducting an exhaustive study of foreign clays. The bureau is now receiving samples of English china clays from commercial shipments, sampled as delivered. The clays are to be tested as to their chemical, physical and microscopic properties in the laboratory, concurrently with their commercial utilization. There has been considerable complaint lodged against imported clays of late, and it is desired that the study now being conducted at Washington will throw some light upon the quality of the clays now in receipt in this country.

James P. Gordon, eastern salesman for the Knowles, Taylor & Knowles Co., has closed a few days visit at the home offices.

Mr. Phillips, of the firm of Phillips, Thistle & Smith, Inc., New York City, eastern representatives for the Smith, Phillips China Co., has concluded a visit at the factory office, the first since early in the year. The Smith, Phillips Co., is planning an active campaign for fall business, and proposes to add several new treatments to its Princess dinnerware line.

C. L. Gray, for some years with the office of the Chelsea China Co., New Cumberland, W. Va., is now associated with the Atlas China Co., Niles, O. For many years Mr. Gray was with the old Goodwin Pottery Co.,

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

L. Bernardaud & Co. Introducing Lovely Art Lines

IN the showrooms of L. Bernardaud & Co., 61 West 23rd St., New York City, are to be seen some exquisite samples of short lines featuring powdered colors. The powdered rose, walnut, turquoise, yellow and blue are all beautiful shades. Some have plain white centers, some heavy gold laurel leaf border, and some lacy gold medallions in the center of the plate. There are four different patterns in these medallions all beautifully worked out and forming a charming contrast with the colored rim. The colors mentioned may be had from stock. Another lovely color, a wine shade, is for import only. Fernand Desmaison, who is manager of this office, pridefully points out new numbers in octagon shape. These, too, are stock numbers. They come in walnut, cobalt and a new robin's egg blue which is one of the loveliest powdered colors ever introduced. A gold edge enriches these colors. In some, only the rim is colored, in others the color extends in the plate with just a central medallion showing a graceful, gaily colored peacock and tree. The rich red back of the bird contrasts vividly with the blue tail with its red eyes. The tree trunk matches the border color, with its drooping branches heavily laden with fruit in yellow with touches of blue and delicate green leaves. Not content with our praises of these enticing examples of the French potter's art, Mr. Desmaison leads us to a corner where, in gorgeous array, stands a new line of Belgian pottery, including vases, bulb bowls, floating bowls, etc. A crackled finish is a notable feature of this ware against which the underglaze decorations stand out richly. One unique bowl decoration employs a melon motif. The group of three melons in orange, yellow and mauve makes a truly artistic embellishment. A rich blue edge gives just the right finish to this bowl. A peacock feather design appears on some of the vases, combining blue and yellow and mauve and yellow. Another motif which these Belgian artists have adapted to their purpose is a large butterfly in blue and yellow, poised gracefully against a white crackled ground with a deep blue border. There are lovely powder boxes and vases for lamp bases and for flower holders, graceful and slender. These art wares are a decided innovation, both as to color and method of decoration which is concise and bold and in beautiful combinations. Those who are interested in distinctive china and pottery will rejoice in these new art lines which satisfy the never-ending demand for "something distinctive," "something different," making a splendid addition to the collection of beautiful importations featured by L. Bernardaud & Co., and every buyer who is desirous of pleasing a discriminating clientele should make it a point to visit this showroom.

Chas. J. Dela Croix Features New Glassware From Vineland Works

In the attractive display rooms of Chas. J. Dela Croix Co., located at 19 Madison Ave., can be found many new numbers in the offhand art glass made by the Vineland Flint Glass Works., Vineland, N. J. This glass ware is unique in its gorgeous colors and decorations. A console set entirely new in its conception consists of a pair of trumpet vases fourteen inches high with a low footed bowl in flaring shape to carry out the general effect of the vases. They are a deep blue lustre with an all over design in a lighter shade, the blue almost a peacock. A gold lining contrasts sharply with the deep rich coloring of the outside. A sixteen inch vase comes in four distinctive shapes which call to mind immediately, in coloring and contour, the calyx, of a half closed flower. They are slender and graceful and the colors are exquisite. One comes in a green shading to a peacock blue with irregular border in mottled green and white. Another is in gold lustre with a similar decoration in blue. One comes in a deep blue with a white decoration and one in blue has white flaking which starts at the top and merges into the deep blue of the body. For lamp vases and floor holders as well as other decorative purposes come a varied group of vases in gold lustre, mottled in green and dull blue. There is one in various shades of blue with a lighter blue all over design. Another dainty vase in attractive oil lustre in amber shade is mottled in white. Other small vases in gold lustre have a delicate gold web wound around it and one in deep blue lustre is decorated with a silver web. There are also several unique shapes in comports. One in gold lustre has a blue and green all over vine design and a blue lustre has a vine and heart design in white. A footed powder box comes in the dull blue with the same vine and heart all-over the design lighter blue. Other low footed powder boxes come in solid gold lustre. The word artistic applied to these creations must be considered in its most complete meaning, as these products of the American glass maker's skill are truly works of art both in their color, their decoration and their modeling. The colors utilized in this ware are opaque lustres in rich and beautiful shades, soft and satiny in their finish and also a few oil lustres which are translucent, showing up well in the graceful shapes in which they are made. The present-day vogue for decorated glassware that is at once unique, characterful and beautiful makes such exquisite wares, as these just described, a boon to the buyer of judgment who is seeking lines of charm to please the taste of the fastidious customers. It is not always easy to find just the touch of distinction and loveliness which satisfies Milady, but this line of glassware makes just the right appeal.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

CAULDON of England has found his Clarendon tea services popular in the June sales of Jones, McDuffee & Straton in Boston. The Clarendon is a bone china ware quaintly decorated with rosebuds and gold bands.

McKenney & Waterbury Co., 181 Franklin Street, are featuring chandeliers and wall brackets to match in a sale now going on. They report business speeded up since the break in the prolonged hot spell of last week. After running temperatures way up in the nineties for almost a week the wind shifted Sunday and dropped the mercury 32 degrees within an hour. An east wind off the sea has proved beneficial to business as well as personal comfort. It was almost too hot last week to even show goods, let alone to try to sell them.

Benjamin W. O'Neil, head of the glassware firm of Benjamin W. O'Neil & Co., at 115 Blackstone St., Boston, died June 1st at his home, 3 Melville Ave., Ashmont, in his 73d year. He was one of the oldest and most prominent men in the trade. He was a member of Boston Lodge of Elks, K. of C., Clover Club, Irish Charitable Society and Royal Arcanum. He is survived by his wife. Mr. O'Neil was born in South Boston. The funeral took place Thursday morning with a high mass of requiem at 10 o'clock at St. Mark's Church, Ashmont.

Among new businesses opening in Boston the past week are the Percy Cafe, 355A Washington Street, Braintree; and Paul's Lunch, 541 Main Street, Waltham.

Robert H. Allen, manager of the Boston office of the CROCKERY AND GLASS JOURNAL, is expected to return from France next Thursday. During his trip he has visited several of the leading French and Belgian potteries and spent much time looking over the retail stocks in London and Paris. He has been primarily doing research for a book he is to publish jointly with E. Bigelow Thompson of the Boston Transcript on "Contemporary Religious Philosophy and Practice in France and England." Although he has contributed to religious periodicals from time to time this is the first independent publishing effort of "the Professor."

Shepard Stores, Inc. of Boston have leased the property at the corner of Winter and Tremont Streets known as the Winter Building, for sixty-five years. When present subordinate leases expire an eight story addition to the present Shepard stores is to be built.

Smith Paterson Co., of 52 Summer Street, have included in their bridal sale a number of items in etched and cut glassware.

Department of Commerce Reports on Earthenware Exports

Domestic exports of earthen and stoneware, from the United States, by countries is reported as follows:

Countries	Table, Toilet or Kitchen Ware		Other Earthen, Stone and Crockery Ware	
	Pounds	Dollars	Pounds	Dollars
France	—	—	262	200
Germany	—	—	975	146
Greece	170	62	—	—
Italy	—	—	—	—
Norway	—	—	—	—
Portugal	—	—	744	122
Russia in Europe.....	—	—	—	—
Spain	—	—	—	—
United Kingdom	—	—	2,709	521
Canada	38,268	1,325	1,050,712	21,305
British Honduras	115	68	—	—
Costa Rica	—	—	280	22
Guatemala	23	16	—	—
Honduras	3,316	593	1,325	258
Nicaragua	65	19	—	—
Panama	710	116	1,123	86
Salvador	—	—	—	—
Mexico	1,843	683	93,042	4,396
Miquelon & St. Pierre Is.	202	41	3,736	145
Newfoundland & Labrador	—	—	67	11
Bermuda	329	117	290	51
Jamaica	45	14	132	41
Trinidad & Tobago.....	1,800	165	—	—
Other Brit. West. Ind..	63	14	907	126
Cuba	13,214	1,487	1,304,447	24,217
Dominican Republic	159	94	1,291	216
Dutch West Indies.....	71	12	—	—
Haiti	—	—	2,064	357
Virgin Islands of U. S..	—	—	239	73
Argentina	—	—	5,085	700
Bolivia	—	—	—	—
Brazil	—	—	25,200	3,017
Chile	—	—	—	—
Colombia	—	—	883	371
Ecuador	—	—	127	60
British Guiana	—	—	—	—
Peru	—	—	890	349
Venezuela	—	—	2,072	202
British India	40	14	50	29
Straits Settlements	—	—	30	10
China	—	—	351	228
Japan	—	—	1,587	568
Philippine Islands	22,025	10,900	2,873	439
British Oceania	—	—	278	126
New Zealand	—	—	8,680	253
British West Africa.....	—	—	—	—
Other French Africa....	28	15	—	—
Total.....	82,486	15,755	2,512,451	58,635

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

BY BEATRICE MILLER WISNER.

JUNE, the month of roses and brides, has brought noteworthy lamps, china and glassware, and practical household utilities to the New York market for the wedding season. These are tastefully arranged in window displays, and departments of stores and shops devoted to such wares. Happy is the bride whom the sun shines on, and happy should be the bride who is the recipient of any of these lovely and useful items. Ovington's, the Gift House of Fifth Avenue, is making a special appeal in lovely window displays, showing suitable and enticing wedding gifts. Afternoon tea sets in attractive white boxes, with individual service plates of gold and red borders, others with green and gold, blue and gold border decorations, form a lovely foreground in one of the windows. Another window is devoted to beautiful refreshment sets in enticing tray baskets. Orange dark, and light blue, dark heliotrope glasses with pitchers to match in color, make a striking and compelling assemblage of summer glass for lemonade or other cooling drinks—a serviceable gift for the bride elect.

Fine lamps in a large variety of designs and beautiful in color and construction, rare gifts for approaching nuptials, are being offered by Edward I. Farmer, Inc. These represent some choice importations in modern Chinese porcelain, ancient Chinese potteries, jade, rose, quartz, crystal, amethyst, carnelian, malachite, turquoise and other stones, and antique porcelains and bronzes. For distinctive bridal tokens or when unusually fine ornamental lamps are desired for the more elegant residence, these excellent types of lamps stand out conspicuously in their beauty and unique setting.

The June sale of china and glassware still holds its own at Frederick Loeser & Co., Brooklyn, where beautiful dinner sets of Bavarian china, American porcelain, Limoges china and a large assemblage of glassware are being shown. The Bavarian sets of fine quality china, decorated with borders and basket motifs, of 100 pieces are priced at \$37.50, American porcelain sets at \$7.50, limoges sets at \$45, and a large variety of refreshment sets, tea sets, and odd pieces of glassware are equally low priced, making up a large collection of desirable and attractive gifts for the special sale.

W. & J. Sloan are offering a fine assortment of beautiful Chinese lamps of unusual decorations and attractive shapes. Matched pairs of Chinese porcelain in mirror black, powder blue, robins egg blue decorated crackle, frame, celadon, black and gold, and blue and gold with handsome shell shades in soft colors, are priced at \$87.50 each. Many other beautiful examples of Chinese pottery lamps including plain and decorated porcelains are

attractively priced and lovely in shape and design shown in the collection.

R. H. Macy & Co. are featuring an interesting electric show on the eighth floor. A window devoted to household electric utilities, to be found in the basement, shows useful and attractive home devices, and is a tie-up with the exhibit. Nickel chaffing dishes, priced at \$14.89, copper coffee percolators, with tray, creamer and sugar at \$23.25 for the set, nickel toasters, at \$8.24, waffle irons at \$12.74, whips and many other useful electric household devices are attracting attention in this well balanced window display.

A very useful window is noticeably featured by Gimble Bros., placarded "Clean Up Your Home." This window is more than simply attractive, it is a novel and excellent idea in window display, showing the housewife just what she will need in clean-up or renovating times. Paints, enamels, varnishes, brushes, step ladders, mops and cleaning cloths, kitchen chairs for decorating or to be used in the natural are all well chosen and splendidly arranged on the stepladders, chairs and about the window in a unique manner, making a strong appeal and helpful suggestions to the passer-by who really means to keep the home up to the standard of cleanliness and attractive in appearance. Another window which gives a full exhibit of beautiful junior and bridge lamps is most satisfactory. The lamp and shade complete is modestly priced at \$9.95. The shades which are developed in silk, georgette and panel effects, are trimmed with fringes of contrasting colors or same tones, and edged with gold galloon. Some of the colors are rose, over blue, rose over yellow, and other combinations of color that are equally harmonious. An unusual decoration with some of the shades, is a brocade silk panel which is novel and attractive in its fashioning, and adds a unique touch to the ensemble.

John Wanamaker have greatly increased and improved their display of china and glassware which now shows itself to advantage in the enlarged space which the recent addition to their new building affords. One room is notable for the attractive and unique displays of high class dinner ware and glassware. Several large tables are spread for a formal dinner in all the glory of exquisite linen and sparkling glass and delicate dinnerware. This method of showing such wares is particularly clever as it gives madame the opportunity to see just how they will appear on her own table and therefore increase her desire to possess. Other smaller tables show combinations of cottage ware and summer glassware in well planned combinations. Rich rugs, beautiful lamps and here and there a display of fancy or short lines completes the ensemble and makes this room a joy to the shopper.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THE movement of merchandise in the glass and pottery departments of the larger Chicago stores has not been up to normal for this season of the year. The weather has been a detrimental factor in the merchandising of practically all lines, for the season jumped from Winter temperature almost over night to mid-summer heat, eliminating in a sense the season of Spring, usually the ideal shopping time for housewives. The trade has been featured recently with large sales of lamps, art goods, fancy and fashionable wares of all kinds, but no unusual sales of dinnerware or staple glassware have been held. Some in the trade advance the theory that the retailers will not clear out their stocks of dinnerware and glassware at big reductions to make room for new stocks, as they do in lamps and fancy art goods, due to the fact that dinnerware is not subject to becoming shop-worn to any great degree. This week the Boston store is holding a big sale of lamps at \$7.95 and silk shades at \$11.85. Hillman's have a sale of 2,000 pieces of gold encrusted glassware at 79 cents per piece, including tumblers, goblets, sherbets, etc. The Leiter Stores have a special this week in a 50 piece dinner-set at \$9.98, floral and gold

decoration. Mandel Brothers featured imported 100 piece dinner sets at \$40, from Japan, Czecho-Slovakia and Bavaria. An iced tea outfit, including pitcher, six glasses and serving tray of reed, was a big selling item at this store this week for \$4.50 complete. The Fair is clearing out their stock of fancy pieces of colored glassware holding a sale this week, said to embrace of stock of 5,000 pieces at prices of 50 cents and \$1, or about one-third former retail selling price.

S. Craig Cook, who for many years was connected with the buying, jobbing and selling of china and glassware, but now in the insurance business in St. Joseph, Mo., dropped in on friends in the crockery and glass trade here last week to renew old acquaintances. A number of years ago Mr. Cook was a member of the T. Z. Cook & Lawrence Co., jobbers, of Cedar Rapids, Ia., where he was dinnerware buyer. Later he traveled for the Edwin M. Knowles Co. Due to his work in both the buying and selling end of the dinnerware business he is well known to the trade in general.

The Atlas Light & Fixture Co., 224 S. Clinton St., was incorporated last week with a capital stock of \$20,000. The company will deal in and manufacture lamps, electrical and gas supplies and fixtures of all kinds. The owners of the company are Morris Simon, Martin Kedzior, Walter Budds, David Furie.

Harry A. Lyman, sales manager of the H. E. Rainaud Co., visited with Ira A. Jones during the past week. Mr. Lyman was here to help the Ira A. Jones Co., his Chicago representatives, introduce a new line of Rainaud Lamps. The first showing of the lamps will be at the American Furniture Mart, during the mid-summer furniture market, where the Jones Co. maintains an extensive lamp display.

The capital stock of the Hurley Machine Co., makers of the Thor washing machine and ironing machines has been increased from 200,000 shares to 300,000 shares. The company now has 180,000 shares outstanding.

J. S. Kennedy, representative for the Roseville Pottery Co., called on the local trade last week.

A. P. McPherson, sales manager for the Potters Co-operative Co., visited with his recently appointed Chicago representatives, Lewis H. Simpson & Co., Shops Building. Mrs. McPherson left Chicago for the West

(Continued on page 30)

Ready for Shipment—



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A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

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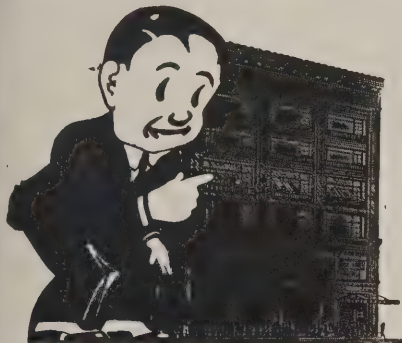
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CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
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Buyers are urged to inspect these lines

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Factory Representatives. Imported
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ating Glassware.

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Aluminum Goods for special sales.
Copper and nickel plated ware.
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Direct Representatives for Conti-
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tery Co.; F. S. Lowry Pottery Co.,
Inc.; Buffalo Manufacturing Co.;
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nezer Cut Glass Co.; Maryland
Glass Co.; Mercer Pottery Co.;
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We now have available about 1,400
square feet of desirable space suitable
for china, glass and housefurnishing
display rooms. For details apply to

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Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,
Phone, Dearborn 4700

A few words in this space will bring
in many dollars
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Why not Move In?
Rent at Pre-War Level
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THE UNITED STATES GLASS CO.

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OUR CHICAGO DISPLAY ROOM CON-
TAINS COMPLETE SAMPLE LINES
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Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings
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Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
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ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

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136 West Lake Street

MAKE THIS SPACE Sell Goods For You

For Rates
PHONE WABASH 860

THE SEBRING POTTERY CO.

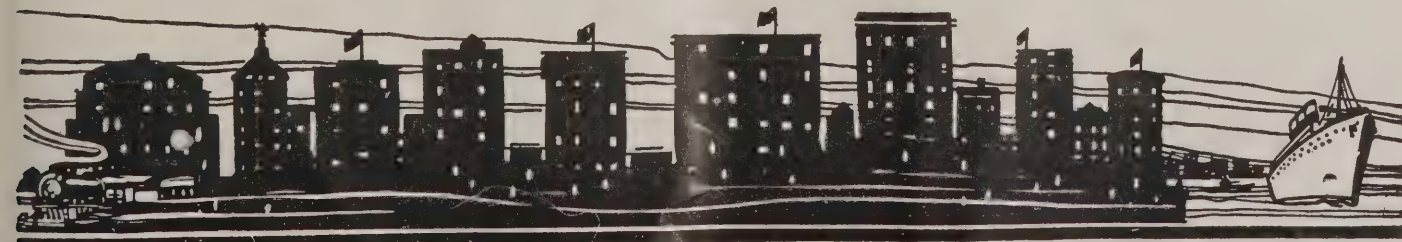
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CHAS. L. SEBRING, President

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FURNITURE MART

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big dividends. Phone Wabash 860
for rates.



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SALESMEN WANTED

WANTED—Commission Salesmen (We are manufacturers)—We have certain territory outside of New York and New England open for Commission Crockery Salesmen of experience. Our several plants turn out a strong line of Domestic Dinner Ware and specialties—a diversified line of quality, and can give service that will satisfy your trade and get repeat orders. As a side line ours would prove one of satisfaction and profit. Address P. O. Box 184, East Liverpool, Ohio.

WISHES TO CHANGE

SALES EXECUTIVE at present with one of the largest table glassware manufacturers. Capable of taking entire charge of sales organization and have also a working knowledge of factory conditions. Have personally traveled the entire United States and am well acquainted with wholesale and department store trade. Young, ambitious and with a clean record. Nominal compensation until I can show results. Box 483, care CROCKERY AND GLASS JOURNAL.

The Chicago Market

(Continued from page 28)

Coast to spend the summer, while Mr. McPherson returned to East Liverpool.

A. G. Hallgren, formerly manufacturers representative in Chicago, but now manager of the hotel china department of William G. Mueller, Inc., New York City, was in the city for a few days last week conferring with buyers of hotel ware.

Henry Von Hagel, manager of the china and glass department of Sears, Roebuck & Co., went to Cincinnati last week to attend a family reunion.

Kresge & Co., contemplate the erection of a seven story building at 26 and 28 South State St. on property which they recently leased for a long term.

The capital stock of the Quality Furniture Co. has been increased from \$15,000 to \$30,000.

Coming Chicago Events:

June 18 to July 22—National Housefurnishing Exposition.

June 18 to July 22—Semi-Annual Furniture Market.

Aug. 3 to 9—Chicago Gift Show—Sherman Hotel.

Aug. 4 to 15—Chicago Merchandise Fair, Coliseum.

What the Potteries Are Doing

(Continued from page 24)

and following with the offices of the Colonial Co., and the Cartwright Bros. The Chelsea plant has suspended operations.

At the last meeting of the Western Standing Committee, factory disputes concerning the price to be paid for the making of certain shapes and items of ware were adjusted. The discussions related to items made by the Sebring Pottery Co., Cartwright Bros., Knowles, Taylor & Knowles Co., and the Potters Co-Operative Co.

Over 10,000 people attended a reunion of the National Brotherhood of Operative Potters held at Myers' Lake Park, Canton, O., Saturday last. The principal speakers of the afternoon were Gov. A. V. Donahey and Thomas J. Duffy of the Ohio State Industrial Commission and former president of the Brotherhood and William Green, president of the American Federation of Labor. All generalware plants in the eastern Ohio district were closed Saturday.

A mold of new design has been patented by William B. Butler which may find general use in potteries. It is claimed for the mold that it can be more easily dissembled than many others now in use in the clay shops.

Information has been received here of the formation at Wilmington, Del., by Franklin L. Mettler of a company to be known as Gunting, Inc., with a capital stock of \$600,000 for the purpose of acquiring mines and dealing in clay for pottery purposes.

Leon Yeatman, president of the Association of Ceramic Manufacturers of France, spoke at a dinner of the Pittsburgh Section of the American Ceramic Society, held in the Faculty Club of the University of Pittsburgh, Pa.

Glass Factory Activities

(Continued from page 23)

England is doing a rather active business in glass with certain United States factories, but only certain lines are being shipped.

While a fair movement in portables prevails, the demand is quite below that of the fall and winter season. Department store buyers who feature lighting goods are bent on reducing stocks at this particular season so they will be in a position to have fresh merchandise when the fall activity in this line begins. As a matter of fact, however, when any specials are offered in the portable field the buyers are always interested.

Associated Glass & Pottery Manufacturers Set Date for 1926 Exhibit at Pittsburgh

Directors of the Associated Glass & Pottery Manufacturers, the organization of manufacturers supporting the annual Pittsburgh Glass and Pottery Exhibit have selected tentatively January 11 to 30, inclusive, as the dates for the 1926 Exhibit. Plans for the display of American-made glassware and pottery also were discussed by the directors at their meeting on May 26.



Italian Pottery Hand Made Ash Trays

*Samples sent upon receipt
of references*

FALLANI & COHN

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New York City

Florence
Italy

Service in terms of *profit*

HAVE you ever considered the tangible value of the service that we consider part of the bargain when you purchase R & H Ceramic Chemicals, Minerals and Oxides?

It is no perfunctory effort to meet your requirements. On the contrary we have earned your confidence and furthered your faith in these superior materials by a service that dovetails with your consumer efforts.

In conjunction with the quality of R & H Products this is an irresistible combination.



The
ROESSLER & HASSLACHER CHEMICAL CO.
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NEW ORLEANS
BOSTON

PITTSBURGH
TRENTON
SAN FRANCISCO

CLEVELAND
KANSAS CITY
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Special for Glassmakers and Potters GREEN OXIDE OF CHROME in variety of shades

Guaranteed to contain no Free Sulphur nor Sulphides

B. F. DRAKENFELD & CO. INC.

50 Murray St.

New York

Selection of January 11 as the most probable date for the opening of the 1926 Exhibit was based on the fact that the first Monday of January next year comes too close to New Year's. It was felt that by starting on Jan. 11, buyers would have more time in which to canvass their needs before making the journey to Pittsburgh.

Virtually all of the 69 members who exhibited last January in Pittsburgh will have displays again next January. Action was taken by the directors on the admission of the Crescent China Co., Alliance, O.; the Huntington Tumbler Co., Huntington, W. Va.; and the Colonial Co., potters, East Liverpool.

Eight of the nine directors attended the meeting, including M. A. Smith, of the McKee Glass Co., who was elected to fill the vacancy caused by the death of Harry B. Duncan, of the Duncan & Miller Glass Co. As in former years, the bulk of the manufacturers will display at the Fort Pitt hotel. Additional space in that hotel will be needed for next January. Assignment of space to members will be made later, after which non-members will be able to secure reservations through the hotel direct.

The Globe China Co. was recently incorporated at Cambridge, O., with a capital of \$400,000.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.

French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Idersine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.

Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.

The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co. Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.

Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Specialties in glassware, etc.

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A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:

Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Porzellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns.

White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.

Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building

Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.

Pressed and blown glassware.

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

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East Liverpool, O.

Vol. 100

June 18, 1925

No. 25

AS THE EDITOR SEES IT THE GLOOM MONGER'S INFLUENCE

STILL they persist, these crepe hangers who insist that business is awful. We have them in the china and glass industries as well as elsewhere and their influence is enervating. Some sound common sense on the subject is evidenced by *Printers' Ink*, who says in part as follows: The feeling that business is bad persists despite an abundance of evidence to the contrary. Nearly all the bank reviews agree that not only is business good but that it is steadily getting better. Prices on the New York Stock Exchange, have been rising since the drop in March and April. Production in industrial lines is running above normal. Employment has been increasing for months without interruption. Bank check clearances are the largest ever known. Railroad traffic is heavy. Department store, chain store and mail order sales are showing healthy increases. Farm implement sales are at last back to where they ought to be. The automobile business is doing exceptionally well. Almost every index points to the fact that business is above normal.

WHY then all this pessimism? We are convinced that the pessimism is being peddled by a comparatively few business men, whose business is not what it ought to be. Even when general business is flourishing, there is always a percentage of individual businesses or of entire industries that are not participating in the general prosperity. At the present time this percentage may be larger than usual, for the reason that many business men do not seem to be able to adjust their affairs to post-war conditions.

WE know the head of a large concern who is constantly complaining. At noon, he fills his lunch-

eon club with his wails. He stops every acquaintance he meets to tell him how bad business is. He phones his friends to ask them if their lines are as dull as his. He spreads gloom wherever he goes. This man attended a meeting the other evening at which twenty-three executives were in attendance. The condition of business came up for discussion. A few of the men said their sales were not quite so good as usual. A few more said their sales were satisfactory. The majority, however, declared emphatically that they were selling more than ever. At this point, the gloom-monger objected. He said that there must be some mistake, as he had positive proof that business had gone to the dogs.

UNDER questioning from the group, this man admitted that his sales during the war period were extraordinary and that his present sales were poor only as compared with the war peak. As compared with the business done prior to 1914, his 1925 sales were good. This man was asked if he had made any changes in his distribution methods to conform with the hand-to-mouth buying policy that now prevails in most lines. He admitted he had not. He was told that distribution is today a vastly quicker process than it was ten years ago and that a manufacturer who does not speed up his selling and alter his warehousing, packing and shipping systems cannot expect to compete with a manufacturer who keeps his methods up to date.

PERHAPS all concerns that are not doing so well as they should be would find an explanation of their troubles if they were to look into their distribution systems to see whether or not they are being adjusted to fit 1925 conditions.

Store Records and System

WHEN one travels about the country and notices the apparent desultory manner of store keeping practiced by the average merchant, not only in small towns but also in the larger cities, one is prone to wonder that any of them achieve even a small measure of success. An interesting article in a booklet entitled "Better Retailing," published by the National Cash Register Co., gives some good suggestions along the line of store organization and system which we quote here in part.

No store can be operated successfully without records of some kind. Some stores require fewer than others. The corner fruit stand needs only a record of the day's purchases and the day's sales to arrive at its net profits, while department stores employ large forces of bookkeepers, auditors, and checkers to secure and tabulate the stores' records and statistics.

For the average retail store, the following records are necessary. These records should be kept daily, weekly, monthly, and yearly, and compared with preceding days, weeks, months, and years.

- Cash in bank and on hand.
- Cash received from sales.
- Cash received from credit customers.
- Cash deposited in bank.
- Cash withdrawn from bank.
- Cash sales.
- C. O. D. sales.
- Outstanding accounts (total amount owed by customers).
- Bills paid.
- Total amount paid out for expenses.
- Total amount owed by the business.
- Merchandise bought.
- Invoices received.
- Sales by departments.
- Sales by salespeople.
- Total customers served by the store.
- Customers served by each salesperson.
- Expenses by departments.
- Average cost per customer for the store.
- Average cost per customer for each salesperson.
- Average sale per customer for the store.
- Average sale per customer for each salesperson.

These figures enable a merchant to know exactly where his business stands at the end of every business day. Records of operating expenses should be kept by the week or month. Records of merchandise bought should be kept so that a merchant may know at all times exactly how much he owes his wholesalers and jobbers. In addition to these, many merchants keep an inventory of stock, adding purchases and subtracting sales every day or week.

Here are a few of the causes of merchandise shrinkage:

1. Shoplifting by customers.
2. Short deliveries by wholesalers.

3. Goods damaged by accident, handling, or exposure.
4. Over-measuring, over-counting, and over-weighing in selling goods.
5. Passing goods out to friends.
6. Pilfering by employees.
7. Actual shrinkage in bulk or weight takes place in certain merchandise.

Perhaps there may come a day when a store's inventory will not show a shrinkage of merchandise. Merchandise shrinkage is practically as certain as taxes. When a merchant puts goods upon his shelves he knows that a certain portion of those goods is never going to be sold.

How can he take care of these shrinkages? Adding a certain percentage to the mark-up is one method—but be sure that this percentage is based upon facts and not just "guessed at." One large store guessed that its merchandise shrinkage amounted to about one per cent. It added one per cent to the mark-up. It guessed wrong—the one per cent amounted to \$10,000 and the shrinkage amounted to \$20,000!

Find out what your shrinkage amounts to. Take care of a certain amount of it in your mark-up, and do everything in your power to reduce it.

There is no telling who will shoplift. Often women who have plenty of money are guilty; occasionally a child; men of various sorts—you never can tell. But, remember that the majority of people are honest. It is perhaps better to permit a little pilfering than to insult your good customers by acting like a watchdog. If you and your employees can watch without seeming to, it may stop some pilfering. It is well known that goods sell faster when they are placed where customers can handle them. This gain more than offsets the loss by shoplifting.

Every wholesaler and manufacturer makes a thorough inspection and check of goods before shipments are made. Still, it is decidedly worth while to check goods carefully before putting them into stock. A box of a dozen articles may be one short. Half-dozens are sometimes counted as dozens. Many errors are made by warehouse helpers. However reliable the firms from which you buy, don't take it for granted that shipments are correct. Check, weigh, and count all goods into your store to protect your profits.

Even the best kept stores have small losses due to accidents or deterioration. Changing every display in the store frequently will cut down the quantity of goods that is shopworn through exposure. Examining stock frequently to weed out slow-sellers will catch the goods that are apt to go bad on the shelves. These can be sold at reduced prices without profit, before they reach the point where they cannot be sold at all. Every store should have a bargain counter for such goods.

Accurate stock records are as important as accurate records of money. Stock is money. There are many systems on the market for keeping stock records. Select

the one best suited to your business, instal it, and then keep all records accurately. Good records are one of the best assets a store can have.

The most valuable asset any business can have is loyalty. Money will not buy it. It starts with the store owner himself. He must believe in his salespeople. He must praise good work, treat every one squarely, and share his prosperity with them. If he will do these, he will soon find that his employees are living up to his fine opinion of them.

There is a small department store in the west where every saleswoman has a key to the front door. They are at liberty to enter the store at night or on Saturday afternoons when the store is closed, either to fix stock or to sell. They are paid on the bonus system and make many sales to persons who are unable to visit the store during regular hours. The owner of this store says that his salespeople are the very personification of loyalty.

There are various systems for securing these records. Every merchant should ask himself whether he is securing all the records he needs and whether he is using the simplest, quickest, most accurate, and most economical method of getting them.

It will pay you to get expert advice on this. You might sit down and figure out a system that would apparently be simple and which would give you exactly the information you need at all times. Then when you compared it with systems worked out by experts, who have had opportunity to study thousands of stores, you would find that your system required twice as much work as the ready-made one and could not give you nearly as good results. It costs nothing to investigate systems being used by other stores. It will pay you to do this before you go to the trouble of devising your own system.

It is only when you know where your business stands every day that you can control it and guide it to success.

Buyers in New York

JUNE 11, 1925.

Mr. Giberson, house furnishings, Whitthoren & Swan, Oakland, Cal. 50 Union Square, (Hale Bros.) Room 1403.

G. E. Salisbury, china, housefurnishings, glassware, Wallace Co., Schenectady, N. Y. Park Ave.

Miss M. E. Brennen, china, glassware, MacDougall & Southwick Co, Seattle, Wash. 23 E. 26th St. (W. T. Knott.)

JUNE 16, 1925.

G. Crawford, housefurnishings, Bullock's, Los Angeles, Cal., 1440 Broadway (Assoc. Merchandise Cor.).

E. F. Ochs, housefurnishings, Miller, Rhoads & Swartz & Co., Norfolk, 432-4th Ave. (D. G. Union)

J. J. Fagan, housefurnishings, Shartenberg & Robinson Co., Pawtucket, R. I., 315-4th Ave. (D. G. Alliance.)

F. L. Warren, housefurnishings, china. Callender McAuslan & Troup Co, Providence, R. I., 159 Madison Ave. (Syndicate Trading Co.)

Mrs. J. K. Crawford, silverware, Crowley, Milner & Co., Detroit, Mich., 110 W. 32nd St.

Charles Smith, housefurnishings, china. Brown Thomson & Co., Hartford, Conn., 159 Madison Ave. (Syndicate Trading Co.)

L. Brunner, housefurnishings, Anderson-Dulin-Varnell & Co., Knoxville, Tenn., 333-7th Ave. (J. M. Biggins, Inc.)

J. Donovan, housefurnishings, A. B. Sutherland Co., Lawrence, 432-4th Ave. (D. G. Union)

A. E. Yates, silverware, Raphael, Weill & Co., San Francisco, Cal., 455-4th Ave.

G. E. Salisbury, china, housefurnishings, glassware, Wallace Co., Schenectady, N. Y.

W. R. Hume, housefurnishings, Woodward & Lothrop, Washington, D. C., 370-7th Ave., Room 1702.

J. F. Lambert, housefurnishings, toys, glassware, silverware, china, gifts. James McLean & Sons, York, Pa., 432-4th Ave. (D. G. Union)

JUNE 17, 1925.

J. Donovan, housefurnishings, A. B. Sutherland Co., Lawrence, Mass., 432-4th Ave., (D. G. Union)

J. T. Hynd, housefurnishings, Porteous & Mitchell Co., Norwich, Conn., 432-4th Ave. (D. G. Union)

Q. K. Cotterel, housefurnishings, C. K. Whitner Co, Reading, Pa., 315-4th Ave. (D. G. Alliance)

W. Spelman, housefurnishings, John C. MacInnes Co., Worcester, Mass., 432-4th Ave. (D. G. Union)

Retail Trade Gains

Retail trade for the current month is likely to show considerable improvement over last month and probably will make a much better showing in comparison with last year than did the retail business in May. Warm weather over a considerable portion of the country has stimulated the demand for seasonable merchandise, according to reports reaching the wholesale markets, and has worked down stocks to a point where quick replenishments are necessary.

Summer cotton goods, silks, bathing suits, sports and summer apparel of all kinds and white shoes are among the items for which orders for quick delivery are being received in the local wholesale markets at present. Because of the light advance buying in most of this type of merchandise, manufacturers did not stock these goods in as large quantities as formerly and some difficulty is being experienced in obtaining ample supplies, resident buyers, who handle many of these orders, report.

The current good retail demand, however, is not influencing the merchants to place orders for advance deliveries in any larger quantities than they have for the last year or more. Hand to mouth purchasing is still the prevailing policy and retailers are not likely to get away from it for some time to come. Recent statements made at a number of retail conventions throughout the country give the impression that the retail viewpoint on prices in general inclines toward a gradual decline over the remainder of the year. With this idea in mind, advance purchasing probably will be held within as narrow limits as is possible.

Census of Lighting Equipment, 1924

The Department of Commerce announces that, according to returns received at the annual census of manufacturers of lighting equipment, the total value of such equipment made during 1924 was \$205,866,358, an increase of 13.8 per cent as compared with \$180,926,000 in 1923. Reports were received from 720 establishments for 1924, as compared with 732 for the preceding year.

In this report the several classes of lighting fixtures proper are arranged in five main groups, namely, "Residence," "Commercial," "Industrial," "Street," and "Marine," followed by five auxiliary groups, "Shades for lighting fixtures," "Globes, bowls, chimneys, and other illuminating glassware, except shades," "Reflectors, metal, glass, or porcelain," "Miscellaneous lighting equipment," and "All other lighting fixtures and accessories." The

highest rate of increase shown for any of these groups is that for street-lighting fixtures, 644.6 per cent. For residence lighting and industrial lighting, increases of 29.3 per cent and 4.2 per cent, respectively, are shown, but for marine-lighting fixtures and commercial-lighting fixtures decreases of 61.3 per cent and 10.7 per cent, respectively, are recorded. An increase of 13.1 per cent appears for miscellaneous lighting equipment. The report in detail is as follows:

Class of Product	Number of establishments reporting	Value of products	Number of establishments reporting	Value of products	Per Cent of increase or decrease 1923-24
Total	720	\$205,866,358	732	\$180,926,265	13.8
Residence-lighting fixtures	53,837,786	...	53,811,191	1
Ceiling type	202	20,377,360	285	19,894,204	2.4
Wall type	173	10,925,857	244	10,025,445	9.0
Table and floor lamps....	167	15,484,590	201	13,310,205	16.3
Boudoir Lamps	98	3,381,631	99	3,892,232	13.1
Candelabra and candle-sticks	58	1,124,329	80	1,018,662	10.4
Lanterns and out door standards	90	2,544,019	101	5,670,443	55.1
Shades for lighting fixtures	16,649,783	...	17,188,250	3.1
Glass	60	3,375,705	60	6,292,854	46.4
Silk	106	10,877,996	85	8,549,464	27.2
Paper, parchment and celluloid	47	1,352,773	42	632,294	113.9
Cretonne, linen, or other fabric	15	447,715	10	1,192,949	62.5
Tin, aluminum, brass, or other metal	13	557,759	14	309,521	80.2
Reed, rattan, or other wood	5	37,835	7	211,168	82.1
Globes, bowls, chimneys and other illuminating glassware, except shades	37	4,492,919
Miscellaneous lighting equipment	102,716,189	...	90,783,509	13.1
Incandescent electric lamps or bulbs, complete....	57	72,982,123	62	53,691,479	35.9
Incandescent gas mantles.	20	2,571,232	19	3,706,895	30.6
All other lighting fixtures and accessories	36	2,251,576

The Costly "Special"

American manufacturers who are planning a major offensive against waste in industry are beginning to concentrate an attack upon the "special." The "special" is harmless by itself, but when it is mixed with "standards" it upsets the economy of production and sends the overhead up alarmingly.

"The most common of commodity lines," says the Department of Manufacture of the Chamber of Commerce of the United States, "are beset with 'specials.' One manufacturer states that his business is made up of 3,000 standard articles and 10,000 'specials.' He employs a high-salaried man whose only function is to try to convince customers that lower-priced standard articles will serve their purposes as well as the 'special.'"

"An examination of three manufacturers' catalogues revealed the fact that in single bit axes a buyer could have his choice of 34 types in four grades, under 35 brands, with 11 finishes and in 19 sizes. In other words, the maximum possible range of varieties was 994,840. The extravagance of this practice is obvious but the answer

is that if one manufacturer doesn't take the order for a 'special,' another will."

The only cure appears to be simplification and standardization through cooperation by manufacturers, distributors and consumers. This is being done through conferences under the auspices of the Department of Commerce and the Department of Manufacture of the National Chamber.

China and Porcelain Exports

Department of Commerce, Bureau of Foreign and Domestic Commerce reports that the domestic exports of china and porcelain ware, from the United States, is as follows:

Countries	Table, Toilet or Kitchen Ware Pounds	Dollars	Other China and Porcelain Ware Pounds	Dollars
France	—	—	108	311
Germany	83	150	—	—
Italy	—	—	—	—
Portugal	—	—	—	—
Russia in Europe.....	—	—	—	—
Spain	—	—	—	—
Sweden	—	—	116	167
United Kingdom	85	50	926	434
Canada	5,057	1,903	8,913	2,966
British Honduras	—	—	71	11
Costa Rica	632	161	876	110
Guatemala	—	—	13	16
Honduras	580	151	—	—
Nicaragua	144	13	101	37
Panama	30	16	92	42
Salvador	—	—	—	—
Mexico	2,361	957	4,101	2,265
Newfoundland & Labrador	—	—	145	41
Bermuda	793	307	149	27
Trinidad & Tobago.....	—	—	20	11
Other Brit. West. Ind....	—	—	779	97
Cuba	18,822	7,973	1,990	706
Dominican Republic	16	15	72	15
Dutch West Indies.....	—	—	—	—
French West Indies.....	—	—	—	—
Haiti	120	80	216	67
Argentina	300	75	13	28
Bolivia	—	—	46	35
Brazil	—	—	970	88
Chile	—	—	—	—
Colombia	251	45	6	6
British Guiana	—	—	—	—
French Guiana	—	—	—	—
Paraguay	—	—	—	—
Peru	—	—	9	18
Uruguay	78	89	—	—
Venezuela	2,549	847	969	207
British India	—	—	20	10
Ceylon	—	—	25	3
China	300	350	—	—
Java and Madura.....	—	—	—	—
Hongkong	60	40	—	—
Japan	—	—	437	546
Palestine and Syria.....	110	50	—	—
Philippine Islands	54	26	144	65
Australia	—	—	258	111
French Oceania	—	—	—	—
New Zealand	—	—	135	60
British South Africa....	12	10	—	—
Total.....	32,437	13,308	21,720	8,500

Prague Fair to Be Held September 6 to 13 Next

The next Prague International Fair is to be held from September 6 to 13. In addition to the usual seventeen groups of the general and technical fair, it will include the following special fairs and exhibitions: Sports exhibitions, forestry exhibition and timber market, radio fair wireless exhibition.

Better Business Codes Adopted Through Influence of Rotarians

With a trend of business toward better quality, better production and more simplified selling and transportation facilities, will come a demand for greater confidence among men who, knowing each other better, will become more friendly and then more honest, Arthur H. Sapp, chairman of the committee on business methods, said in an address before Rotary International in Cleveland last Tuesday:

"In the olden days standards were largely the result of religious philosophies, the taboos raised by governmental laws and statutes, and the struggles for territorial expansion and commercial advantages," Mr. Sapp declared. "These have been the impelling forces behind the ethics of personal, civic and business life throughout history. The idealism of Rotary is an expressed or unexpressed desire to improve all human relationships of a common basis of good will and understanding.

"Codes of standard of correct practice have found a place in the program for higher standards of business practice, and with far reaching results. More than 94 codes have been adopted by various craft and professional organizations in the last three years, largely as the result of our work. The code of correct practice is naturally the outgrowth of a trade association.

"Men everywhere recognize that the conditions under which business is enacted are going through a very rapid change."

Congress on Glass and Porcelain in Moscow

A congress of members of the glass and porcelain trade in Moscow was held recently after an exceptionally active period of preparation. Its chief promoter was the "Prodasilikat" (the Silica Products Sales Organization). There were 162 delegates present, consisting of forty scientifico-technical delegates; workers delegates made up the balance. Twenty-eight papers were read, including one by J. Ph. Solovieff, of the glass workers, who visited many glass and porcelain works last year in Europe and America, and returned to Russia a warm advocate of mechanization in the glass industry, coal as fuel, and a strict scientifico-technical control of production. He explained the Fourcalt and Owens machines in detail, for bottle making, accentuating the absolute need of good raw material if the machines are to work satisfactorily. N. N. Tichanovitch dealt at length with raw material. Siberian clays; colors for porcelain (for which big claims as to excellence were made for the Dulyevsk laboratories); the glass production of Siberia, about 400,000 poods; porcelain production in the Ukraine; art work in the porcelain industry; temperatures; new furnace systems; novelties in the glass and porcelain industries, etc., were subjects carefully treated in the congress. The resolutions of the congress favored the mechanization of window and bottle glass production; the search for and estimation of Russia's resources in raw materials for the industries in question; the institution of factory laboratories;

the formation of a Scientifico-technical Glass and Porcelain Association; and the publication of special journals, and so on.

The Glass Trade in Finland

We learn that small glass factory is being erected at Utala, Finland, which will make a specialty of watch glasses and laboratory accessories, as well as accessories for chemists and druggists. There are now about ten glass works in this country, and several of them have been considerably enlarged during the past few years. In 1922 the total value of the output of these establishments was 45 million Finnish mark, as against 33,720,000 in 1921. Raw materials are imported in large quantities. There are numerous sand deposits in the country, but they are badly situated. Use was made of them during the war, but, since then, this material is imported from Belgium and Germany. Although this industry works chiefly for the home markets a good export business has been done of recent years, especially in tumblers and bottles; Sweden has been the chief buyer. Window-glass has also been exported to Esthonia and Lettland, and in lesser quantities to other countries. Recently cut glass has commenced to be an important export line, especially to Sweden, but small lots are, according to "Le Verre," now finding their way to England, Holland, and South America. Hollow-ware is said to be doing especially well, but there seems to be a slight falling off in window-glass due to cheapening of prices in certain foreign markets.

Consumer Demand

Current statistics of the rate at which goods are actually being consumed are of a moderately encouraging nature. The regular monthly report of the Federal Reserve Board showing the volume of sales of a large and apparently fairly representative list of department stores throughout the country and of a number of mail order houses and five and ten cent chains during the month of May was made public in preliminary form recently. The increase in the dollar value of sales in these establishments was not large, but was appreciable.

Of equal interest, however, is the information obtained by a little closer analysis of the data thus presented. Generally speaking, the East, with the exception of the Second Federal Reserve district, comprising the State of New York and immediately surrounding territory, is absorbing less goods via department stores than was the case last year, while throughout the West this type of retail establishment is distributing more goods. It is interesting further to note that the largest increase of all comes in the sales of mail order houses, which do a large business in Western rural districts. It is impossible to avoid drawing the conclusion from this showing that the agricultural regions of the West still are feeling the greater prosperity that came to them as a result of last year's



"Satisfied Customers Keep Us Busy"

Pattern D-71

CROOKSVILLE CHINA CO.
U. S. A.

The Crooksville China Co.
CROOKSVILLE, OHIO
Main Office and Factory

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Crooksville, O.

NEW YORK OFFICE
5 West 20th St.
John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
591 Palmer House
J. E. Boring
Representative



OWEN CHINA

Open Stocks

WHICH were introduced with specially attractive sales of short sets have proven quickly and thoroughly profitable in some fine stores where Owen's Minerva shape is now a standard open stock.

The Owen China Co.
Minerva, Ohio
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CHICAGO
EARL W. NEWTON
and ASSOCIATES
9 North Wabash.

GOLD MEDAL
ST. LOUIS
O.C.CO.
MINERVA, O.

(Continued from page 15)

operations. It appears equally warranted to infer that the rank and file of the people of the more highly industrialized districts are feeling the weight of high prices, high wages and high taxes.

Price Average 156.9 Per Cent of the Pre-War Level

Prof. Irving Fisher of Yale University announced that last week's prices averaged 156.9 per cent of the pre-war level. The purchasing power of the dollar was 63.7 pre-war cents.

Crump's index number was 150.5.

Index numbers for the last five weeks follow:

	Fisher	Crump
June 14.....	156.9	150.5
June 6.....	157.2	151.9
May 30.....	158.0	152.6
May 17.....	158.0	152.0
May 10.....	156.2	152.8

Yugoslavia Seeks Tariff Increase

The *Gazette de Prague* of Yugoslavia reports that a delegation of 40 Yugoslav industries has waited upon the Minister of Commerce of that country, demanding the introduction of increased protective tariffs, especially upon glassware. Increased unemployment in the country is attributed in many quarters to lack of protection.



National Quality

Ravenbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

D. King Irwin, 200 Fifth Ave., New York
F. A. Miner, 5 Prospect St., Rochester, N. Y.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.

E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
E. E. Wilgus, 18 High St., Rms. 301-4, Boston, Mass.

The National China Co.
Salineville, Ohio

The Striking "Morocco" Assortment



Bavarian Peasant pottery in strikingly original patterns; bold, unusual, adapted to lighting up the dark corners, or focusing attention upon a sombre table spread.

Six of these attractive designs decorated on practical shapes; six assorted pieces each in fourteen numbers.

EIGHTY-FOUR (84) ARTICLES IN THE PACKAGE FROM
OUR BALTIMORE WAREHOUSE FOR

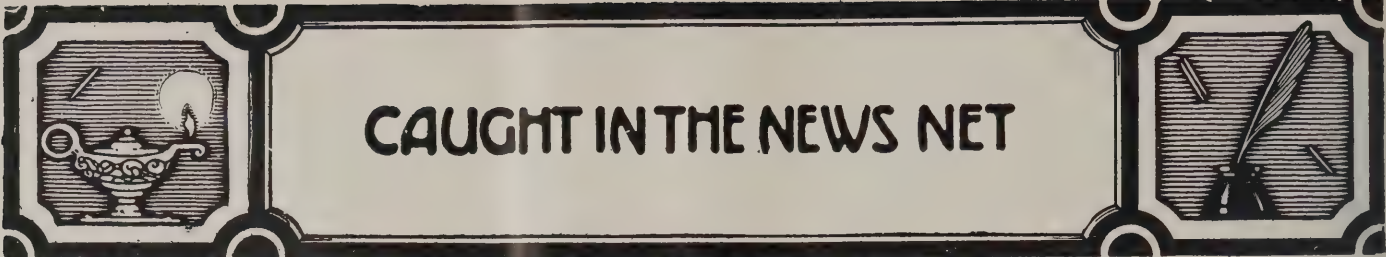
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The Geo. H. Bowman Company

Importers—Manufacturers—Distributors

China — Glass — Aluminum Utensils — Toy Sets — Wheel Toys
Cleveland, Ohio



CAUGHT IN THE NEWS NET

A VISITOR in New York this week is E. Monroe Fisher, of Fisher, Bruce & Co., Philadelphia. He plans to sail for England on the twenty-seventh of this month on the S. S. *California*, to visit the factories with whom they do business.

S. H. Slobodkin, who represents the Canonsburg Pottery Co. and W. S. George Pottery Co., in New York, plans to bring Mrs. Slobodkin and their son and daughter to Brooklyn about July 1st, where they will take up their residence in Flatbush.

Kennard L. Wedgwood, of Josiah Wedgwood & Sons, Inc., of America, arrived in New York, Monday on the S. S. *Laconia*, after a visit of several weeks in England.

The National Lighting Fixture Association and Glass Guild are holding their annual convention at Atlantic City, New Jersey, June 17th, 18th and 19th.

Miss Brennan, with the Mac Dougall & South Co., Seattle, Wash., arrived in New York last week Wednesday, to remain for a couple of weeks.

Donald Miller, with Maddock & Miller, Inc., New York, left Monday night for Falmouth, Mass., with Mrs. Miller and their son, Gardner Boune, who will spend the summer there. Mr. Miller plans to return in about two weeks.

Willard C. George, head of the Canonsburg Pottery Co., Canonsburg, Pa., arrived in New York on Wednesday to spend the balance of the week here to consult with the concern's New York representative S. H. Slobodkin. Mr. George's face was wreathed in smiles when he told of the newest addition to the family, William Russell George, who made his debut in the world a few days ago. Mr. George says, he's "some boy" with a fine pair of lungs that make him a wonderful possibility as a dinnerware salesman.

Miss Elizabeth Hodgins, of D. Hodgins Co., Buffalo, N. Y., is in town this week preparatory to sailing for Europe on Saturday morning.

J. Meredith Miller, of Maddock & Miller, Inc., New York, sails for England on the *Olympic*, Friday of this week.

George J. Higginson, manager of the New York office of Johnson Bros., sent word that he had changed his date of sailing from England from June 13th to June 20th.

Mr. Higginson has been in England for several weeks, visiting the factory, at Hanley, England.

The new salesroom being constructed at the establishment of John L. Pasmantier & Sons, 5 West 20th St., for the display of the Crooksville China Co.'s line, for which they were recently appointed representatives for the Metropolitan District is nearing completion. The corps of carpenters and decorators in charge have promised to have everything in readiness so that the samples may be placed on display not later than July 10th. The firm will at that time issue invitations to the trade for the formal opening of the room.

M. & J. Herrman, is a recent New York incorporation to deal in house furnishings. Capital stock, \$5,000. Those interested are M., J. and M. Herrman.

Fondeville Obtains Sole Manufacturing Rights for America for Utility Jug

One of the important business transactions involving a considerable sum of money, executed by Eugene Fondeville, head of A. J. Fondeville & Co., on his recent European trip, was the closing of negotiations for the sole American rights for manufacturing and marketing the Utility Jug in all materials. This is one of the most popular patented items of its character ever put on the market and has been a big seller in china with the Fondeville firm for the past year. In fact, its great success was the deciding factor in Mr. Fondeville's determining to secure the rights to the jug to be manufactured in all materials other than china, for which he already held the American rights.

Steubenville Pottery Offer New Bond Issue

An issue of \$250,000 Steubenville (O.) Pottery Co.'s first mortgage 15-year six and one-half per cent gold bonds offered by Dinkey & Todd Co., the Diamond Bank Building, Pittsburgh, Pa., were sold immediately upon offering on Thursday of last week. The bonds are due April 1, 1940, and have been issued to finance the completion of the new modern plant the company is erecting on a site overlooking the Ohio river east of Steubenville. In connection with this issue, the company will retire \$29,500 in first mortgage bonds now outstanding. The consolidated balance sheet of the corporation shows net tangible assets of \$791,086.70 and new current assets of \$239,-

949.71, with a ratio between current assets and liabilities of approximately five to one.

It is the purpose of the company to pay the trustee for the bond holders \$500 per month as a minimum sinking fund for the retirement of the bonds and also one-sixth of the next installment of interest. Should net earnings in any one year be in excess of \$24,000, the company will pay 25 per cent of such excess to the trustee to be used for the retirement of the bonds. In addition, 75 per cent of the proceeds of the sale of the adjoining homesites will be deposited with the trustee and made available for the retirement of additional bonds.

Net earnings after depreciation available for interest and taxes were \$433,460.77 for the 10 years ending June 1, 1925 or over \$43,346.07 equivalent to three times interest charges on the bond issue.

Trade Golfers to Play at Baltusrol

The June tournament of the Pottery, Glass & Brass Golf Association, New York, will be held on Tuesday, June 23rd, at the Baltusrol Club, Short Hills, N. J. Harry McFaddin will be the host for this event, having used his influence to secure the privileges of the club for the association.

Golfers may leave Hoboken, D. L. & W. Railroad, at 8:20 A. M., daylight saving time, for Short Hills station from whence they taxi to the club. Members who desire to engage rooms at the club for the night of June 22nd are invited to do so and should communicate at once with Mr. McFaddin, whose address is 38 Warren St., New York.

New Store in Penns Grove, N. J.

Penns Grove, N. J., has a new 5, 10 and Dollar Store in the Schultz Building, at 20-22 South Broad Street, formerly occupied by the New York Department Store.

J. J. Brasaemle Co., Inc., the proprietors of this new store, have made extensive alterations and moved in a large stock of merchandise.

Jos. R. Berry, of Bridgeton, who has been with the company for several years, is manager of the store.

This company has a reputation for honest merchandising with standard prices. They carry the usual line of novelties, notions, tinware, glassware, crockery, hardware, aluminum, etc.

Ready for Chicago Gift Show

The Fourth Annual Chicago Gift Show, which will be held at Hotel Sherman, August 3 to 8, bids fair to eclipse all previous shows in its extent and attendance, it is stated. The explanation is easily found; the situation is due primarily to Chicago's central location, and to the desire of merchants generally to make a trip to Chicago when they are ready to make purchases, because they find the utmost convenience in travel and the utmost of comfort in Chicago hotels, as well as unlimited opportunity to transact their business.

The Chicago show has demonstrated what can be done by a group of manufacturers who get together to put on a show primarily in the interest of the convenience of the buyer. Plans for this year's show have been developed to further meet the buyers' interests and all agree that the exposition presents to buyers a splendid opportunity to select saleable merchandise with the least possible expenditure of time and money.

Secretary Kollisch, of the Association reports that rentals of space to exhibitors are at this time in excess of the total amount of space under rental on the opening date of the show last year. Inquiries from manufacturers indicate that at the time of opening this year the show will be at least twenty-five per cent greater in number of rooms in which merchandise will be displayed.

A partial list of exhibitors and the numbers of the room which they will occupy follows:

Exhibitors	Room
Adler Favor & Novelty Co., St. Louis.....	1459-60
Alliance Art Products Co., Alliance, Ohio.....	1468
Arace Brothers, Albany, N. Y.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257
Art Craft Import Co., Chicago.....	1131
Art Crafts Products Co., Sycamore, Illinois.....	1410
Art Industries, Inc., New York.....	1408
Art Reproduction Co., Inc., New York.....	1410
Arts & Crafts Studio, Montclair, N. J.....	1245
Art Metal Studios, Chicago.....	1438
Arts & Crafts Co., New York.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257
Atlantic Refining Co., Philadelphia, Pa.....	1224
Bagby-Howe Drug Co., Louisville, Ky.....	1149-1150
Baltimore Clipper Importing Co., Baltimore, Md.....	1225
Bard Art Co., New York.....	1454
E. & J. Bass, Inc., Chicago.....	1207
Beardsley Studio, Chicago.....	1412
Bechard Manufacturing Co., Chicago.....	1155
The Bee-Craft, Detroit.....	1246
Betty Studios, St. Louis.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257
Louis Bierfeld, Chicago.....	1464
John Blocki, Inc., Chicago.....	1244
Boag Ribboncraft Co., Chicago.....	1143-1144
Bradley Studio, New York.....	1220-1221
William Bright, Wilmington, Del.....	1216
Brown Reddrop Co., Cleveland.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257
Butterworth Co., New York.....	1422, 1423, 1424, 1425, 1426
Buzza Co., Minneapolis.....	1442
Bybee Pottery, Lexington, Ky.....	1220-1221
Nils Cedorborg, Salem, Ohio.....	1212
Harold Chesson & Son, W. Brookfield, Mass.....	1220-1221
Chicago Gift Market, Chicago.....	1422, 1423, 1424, 1425, 1426
Cliftwood Potteries.....	1239-1240
Colonial Candle Co. of Cape Cod, Hyannis, Mass.....	1416
Colonial Lamp & Fixture Works, Chicago.....	1111, 1112, 1114
Columbia Wax Works, New York.....	1239-1240
C. M. Coopersmith & Co., Chicago.....	1406
Cowan Pottery, Rocky River, Ohio.....	1414
W. L. Craddock, Mexico.....	1450
Craftsman Studios, Los Angeles.....	1220-1221
Crosby 6-5-4 Products Co., Wyandotte, Mich.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257
Cordova Shops, Inc., Buffalo, N. Y.....	1132
Czechoslovak Art Shop, Inc., New York.....	1419
Day Craft, Inc., Springfield, Mass.....	1222
Decorative Linen Co., Inc., New York.....	1146
Decorative Plant Co., Inc., New York.....	1218
Armin Degener, New York.....	1443
Dixon Novelty Co.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257
Dooner-Logan, Chicago.....	1239-1240
East India Art Co., Los Angeles.....	1419
F. Ehrenreich & Son, New York.....	1220-1221
Erle, New York.....	1466
Fleming Co., San Francisco.....	1419
Flore-Reale, Syracuse, N. Y.....	1204

Francois, Wilmington, Del.....	1220-1221	Ritz Import & Export Co., New York.....	1420
Oscar O. Friedlaender, New York.....	1111, 1112, 1114	Percy M. Rose, Chicago.....	1158-1159
G. U. Gairing, Chicago.....	1444	Rena Rosenthal, Chicago.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257
General Import Co., Syracuse, N. Y.....	1446	The Roycrofters, East Aurora, N. Y.....	1253
The Gift House, New York.....	1251-1252	Rubalta Studio, Chicago.....	1452
Gift Shop Necessities, Kansas City, Mo.....	1455	Rust Craft Publishers, Boston.....	1119
Gifts Co., New York.....	1417	Mary Ryan, New York.....	1400-1401
S. J. Goldhill & Co., New York.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257	John B. Salterini, New York.....	1156-1157
Greenwich Box Shop, Greenwich, Conn.....	1235	S. S. Sarna, San Francisco.....	1208, 1209, 1210, 1211
Gudeman & Co., New York.....	1448-1449	Hugo W. Schmidt, Detroit.....	1418
Handcrafts of Italy, New York.....	1223	David S. Schneider, Milwaukee.....	1115
D. B. Hansen & Sons, Chicago.....	1231	Schwartz Picture Frame Co., Chicago.....	1462-1463
Hansen Trading Co., New York.....	1153	Howard G. Seldon, New York.....	1220-1221
Heath & Mills, Schenectady, N. Y.....	1417	M. Seller & Co., Portland, Ore.....	1104-1105
Helburn Bro., Toledo.....	1212	Shannon Candle Studio, Cleveland.....	1419
Studio of M. Elizabeth Henson, Chicago.....	1461	Sheld O'Kraft Line, Olean, N. Y.....	1453
Herboy Art Novelties, Chicago.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257	Southern Studio, Marietta, Ga.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257
J. A. Hettler, Brooklyn, N. Y.....	1417	Spicer Studio, Akron, Ohio.....	1220-1221
Hill Top Studios.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257	Standard Oil Co., Chicago.....	1431
Elsie Horton Studio, Minneapolis.....	1220-1221	Stein & Ellbogen, Chicago.....	1217
Illinois Moulding Co., Chicago.....	1133-1134	Steinbeck Co., Chicago.....	1208, 1209, 1210, 1211
Industrial Trading Corp., Chicago.....	1432	J. H. Stouffer Co., Chicago.....	1206
International Souvenir & Import Co., New York.....	1437	Nathan Straus & Sons, Inc., New York.....	1100-1101
Hiram A. Jacobs, Minneapolis.....	1254-1255	Studio Art Shop, Los Angeles, Calif.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257
Ira A. Jones, Chicago.....	1108-1109	Frank B. Tinker, Chicago.....	1135
H. L. Judd Co., Chicago.....	1251-1252	Frank Treitner, New York.....	1220-1221
Keller & Christensen, New York.....	1405	Turchin Mfg. Novelty Corp., New York.....	1116
Kernes Mfg. Co., LaRit Perles, Chicago.....	1451	A. L. Tuska Son & Co., New York.....	1430
Kriekraft Studios, Sheboygan, Wis.....	1441	Ullman Mfg. Co., New York.....	1125
L. V. L. Candlestick Co., Minneapolis.....	1208, 1209, 1210, 1211	Universal Press Co., Chicago.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257
LaFrance Textile Industries, Frankfort, Pa.....	1218	P. F. Volland, Chicago.....	1117
Laird & Lee, Chicago.....	1417	Weinman Bros., Chicago.....	1154
J. Landowne Co., New York.....	1152	Geo. R. West & Sons, Jeanette, Pa.....	1439
Emil S. Larsen, New York.....	1103	Naomi M. Whalen, Toledo.....	1212
Fred M. Lawrence, Chicago.....	1402-1403	Ernest Wolf, Inc., Chicago.....	1135
Lazarus & Rosenfeld, New York.....	1215	Corice Woodruff Studio, Minneapolis.....	1220-1221
Rudolph Lesch, New York.....	1148	M. Wormser, Chicago.....	1248-1249
Gene Loeb Co., Philadelphia.....	1205	O. G. Zehrfeld, New York.....	1233-1234
Loreen Co., Chicago.....	1106		
Louis Lucas, Jamestown, N. Y.....	1219		
Geo. C. Mages Co., Chicago.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257		
Manufacturers Sales Service, Chicago.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257		
Margene Art Studios, Elgin, Ill.....	1457-1458		
L. R. Markell, San Francisco.....	1445		
Marquette Mfg. Co., Chicago.....	1465		
Mathilde, Kansas City, Mo.....	1447		
Carolyn McCracken, Chicago.....	1456		
McIntosh Leather Goods Co., Chicago, Ill.....	1121		
Meeker Co., Joplin, Mo.....	1445		
Min Sen Trading Co., Chicago.....	1151		
Moe Bridges, Milwaukee.....	1247		
F. L. Morgan Co., San Francisco.....	1229-1230		
Mueller Bros. Art & Mfg. Co., Chicago.....	1110		
Napier Co., Meriden, Conn.....	1124		
Newcomb Macklin & Co., Chicago.....	1220-1221		
Earl W. Newton, Chicago.....	1214-1242-1243		
Wm. R. Noe & Sons, Chicago.....	1102		
North Side Statuary Co., Chicago.....	1404		
Norwood Co., Cincinnati.....	1200, 1200A, 1201, 1202, 1236, 1256, 1257		
Orlando Potteries, Orlando, Fla.....	1410, 1417, 1419		
W. C. Owen, Inc., Chicago.....	1237-1238		
Pacific Importing Co., Seattle, Wash.....	1212		
Pacquin, Inc., New York.....	1220-1221		
Peter Perazzo, New York.....	1258		
Perl Art Co., Chicago.....	1410		
Pitt Petri, Buffalo, N. Y.....	1250		
Pickard Studios, Inc., Chicago.....	1422, 1423, 1424, 1425, 1426		
Pohlson Galleries, Pawtucket, R. I.....	1220-1221		
Poillon Pottery, New York.....	1423, 1424		
Pollyanna Co., Chicago, Ill.....	1425, 1426		
Elsie Prince Studio, Hollywood, Calif.....	1220-1221		
W. F. Ramsey, Chicago.....	1141		
A. L. Randall Co., Chicago.....	1118		
Harper J. Ransburg, Indianapolis.....	1122		
Rapaport Bros., Chicago.....	1421		
A. L. Reed Co., New York.....	1203		
Regal Art Co., Chicago.....	1428		
C. & A. Richards, Boston.....	1208, 1209, 1210, 1211		

Monthly Summary of Imports and Exports

The foreign trade of the United States for the month of April continues to keep up to their usual standard. Figures compiled by the Department of Commerce for the month of April, corrected to May 23, 1925, are as follows:

		Imports April	
China and porcelain			
Table, toilet and kitchenware			
		1924	1925
Plain white or brown	\$ 54,671	\$ 47,655	
Decorated	676,243	768,788	
Imported from			
Czechoslovakia	82,846	78,606	
France	77,346	61,789	
Germany	278,357	276,037	
United Kingdom	4,996	68,958	
Japan	211,893	260,275	
Other countries	20,805	23,123	
Bisque, parian and other ware.....			
Other china and porcelain ware.....	76,486	23,207	
Earthen, crockery and stoneware			
Table, toilet and kitchenware			
Plain	56,778	50,541	
Decorated	412,224	420,629	
Imported from			
Germany	24,882	23,661	
United Kingdom	303,897	320,083	
Japan	31,673	14,642	
Italy	17,882	23,661	
Netherlands	5,661	6,887	
Other countries	28,812	34,551	
Other earthen, crockery, etc., ware.....	92,706	44,095	
Common and Rockingham earthenware..	36,270	31,841	
Total	\$1,405,318	\$1,386,816	

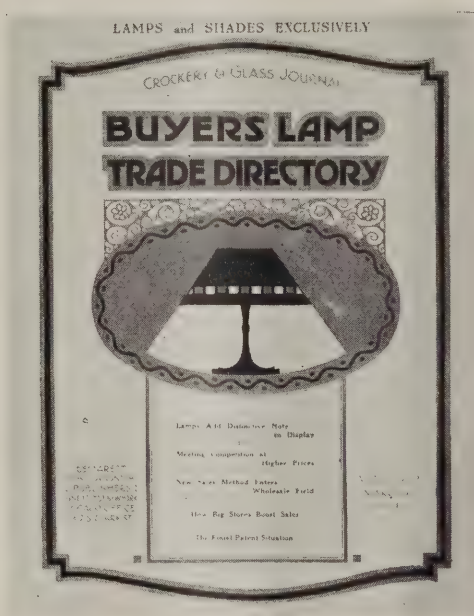
(Continued on page 22)

The Fall 1925 Lamp Directory

Will Go To Press July 15

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January and July
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ESTABLISHED 1874

45 EAST 17th ST.

NEW YORK, N. Y.

Monthly Imports

(Continued from page 21)

	April	1924	1925
Glass			
Table and kitchen utensils.....	\$	8,554	\$ 7,773
Glassware, cut or decorated.....		135,074	144,601
Blown glassware, n. e. s.			
Bottles, ornaments, etc.		152,590	65,138
Chimneys, globes and shades....		78,589	110,558
Other glassware		68,418	103,373
Total	\$	443,225	\$ 431,443
<i>Ten Months Ending April</i>			
Glass			
Table and kitchen utensils	\$	145,508	\$ 122,190
Glassware, cut or decorated.....		1,374,036	1,778,905
Blown glassware, n. e. s.			
Bottles, ornaments, etc.		331,808	1,470,314
Chimneys, globes and shades....		222,793	964,578
Other glassware		1,322,896	850,677
Total	\$	3,397,041	\$3,186,664
Exports			
<i>April</i>			
China and porcelain ware			
Table, toilet or kitchenware	\$	11,800	\$ 13,308
Other china and porcelain		6,060	8,500
Earthen and stoneware			
Table, toilet or kitchenware.....		4,027	15,755
Other earthen, stone and crockery ware		70,681	58,635
Total	\$	92,568	\$ 96,298
<i>Ten Months Ending April</i>			
China and porcelain ware			
Table, toilet or kitchenware.....	\$	146,182	\$ 124,472
Other china and porcelain.....		104,032	86,874
Earthen and stoneware			
Table, toilet or kitchenware.....		63,827	58,790
Other earthen, stone and crockery ware		626,372	567,930
Total	\$	940,413	\$ 838,066
<i>April</i>			
Glass			
Table glassware, plain	\$	153,258	\$ 171,638
Table and other glassware cut or engraved		10,689	12,000
Glassware for lighting			
Globes and shades		32,217	37,557
Lamps and other illuminating devices, chiefly of glass.....		24,630	27,298
Other glassware, n. e. s.		126,156	129,810
Total	\$	346,950	\$ 368,303
<i>Ten Months Ending April</i>			
Glass			
Table glassware, plain	\$	1,746,100	\$1,451,825
Table and other glassware cut or engraved		143,363	140,434
Glassware for lighting			
Globes and shades		390,716	352,211
Lamps and other illuminating devices, chiefly of glass.....		311,460	217,058
Other glassware, n. e. s.		1,528,801	1,170,443
Total	\$	4,120,440	\$3,331,971

Hand-to-Mouth Buying Is Topic of Discussion

The hand-to-mouth policy of retailers again has come to the fore as a principal topic of discussion in business circles. Some wholesalers and manufacturers of seasonable goods are pointing to the fact that the recent warm spell caught a number of retailers short of adequate stock of summer apparel, underwear, bathing suits, etc., as an indication that hand-to-mouth buying often results in a loss of business. Retailers counter with the retort that last week's business was unprecedented and abnormal and that it does not alter the general theory that purchasing

close to actual needs is the proper merchandising.

It is questionable, however, as to just how far hand-to-mouth buying is being practiced. Large retailers, in the main, seem to be anticipating their needs to a certain extent, although perhaps not as freely as they did during the war and in the period of the post-war boom. Since the fetish of a "shortage" of merchandise has been pretty well laid in most communities and experience of the last few years has proved that adequate stocks of goods are normally obtainable in wholesale markets, there is no incentive for ordering a long time ahead.

In addition to this economists have been preaching the efficacy of the rapid turnover as the solution of the problem of making a profit in the retail business. There is no question but that retail turnover, in the aggregate, has reached a higher figure than ever before. It was reported only recently that one of the best known of the apparel chain stores turns its stock fifteen times a year. This is exceptional, of course, but it serves to illustrate the tendency of the times. Rapid turnover cannot be made except by quick purchase in the market.

Another factor in the situation is that of rapidly changing style. The merchant who purchases a long time ahead not only takes a chance on a price drop which may curtail his profits, but a change in style, which will have the same effect.

Chain Store Sales Continue to Gain

Total sales for May for F. W. Woolworth & Co. are reported to be \$18,509,867 as compared with \$17,076,750 for the same month in 1924. This is a gain of \$1,433,117 or 8.3 per cent. Sales for the first five months of 1925 were \$83,376,153, as against \$75,806,490 for the corresponding period in 1924. This represents an increase of \$7,569,663 or 9.9 per cent.

Of the increase in May sales, old stores operating a year or more were responsible for \$533,487, representing a 3.1 per cent gain in their sales. In the five months these old stores increased their business \$3,310,213 or 4.3 per cent. At the end of May, 1925, the Woolworth company had 1,397 stores in operation.

May sales of the S. S. Kresge Company are reported at \$7,837,554, as compared with \$7,157,494 for last year, being an increase of \$680,060 or 9.5 per cent. Sales for the first five months of this year were \$36,757,369, against \$32,878,163 for the same period in 1924. This is a gain of \$3,879,206 or 11.8 per cent.

The McCrory Stores Corporation reports sales for May amounting to \$2,094,919 as compared to \$1,963,172 in the same month in 1924. This is an increase of \$131,747 or 6.7 per cent. Sales for the first five months of the year were \$9,868,452, as against \$8,851,392 for the same period in the preceding year. This represents a gain of \$1,017,060 or 11.4 per cent.

S. H. Kress & Company report sales of \$3,545,384 for the month of May. Compared with \$3,017,061 for the same month in 1924, this is an increase of \$528,323 or 17.5 per cent. For the five months period, sales of \$15,879,431

(Continued on page 31)



WHAT THE POTTERIES ARE DOING



THERE is practically no change reported during the last week in the business situation, so far as the generalware pottery plants are concerned. The production of the district shows very little change for the better. Orders for immediate shipment are considered more or less spotty, while specifications for future business are in nominal receipt for this season of the year. It is the opinion of many manufacturers that general business conditions in the generalware pottery industry will not show much improvement until buyers begin to place their orders for fall and holiday delivery. The department store trade is not expected to be active until August or September, although some of the jobbing interests even at this time are beginning to anticipate their future requirements. The western and southern jobbers are doing a rather good business, according to reports from those sections and this is said to be due to the crop conditions in those districts. The production in the pottery plants just outside of the East Liverpool district is about in line with the record of the plants within, although there may be one or two exceptions to the rule. Demand for vitreous china hotel ware is said to be holding up to about normal for this season of the year. Summer hotels have been receiving their requirements for several months, and as a result the manufacturers have been in a position to keep plants operating on rather active schedules.

It is currently reported that dinnerware stocks in the majority of department stores and with other retail distributors are low, and that sooner or later they will have to be augmented. The buyers are paying close attention to market conditions, and their custom has been to order only sufficient merchandise for immediate needs. This condition, it is the opinion of the manufacturers, cannot last much longer, and that the time is approaching when the trade will be compelled for their own protection to maintain larger stocks.

As previously anticipated in the JOURNAL, William Burgess, recently resigned as a member of the Federal Tariff Commission, has become associated with the United States Potters' Association in an official capacity. Mr. Burgess will continue to maintain his headquarters in the east, and his activity with the Association will be somewhat similar to that in which he was interested before he resigned as first vice-president of the Association to become a member of the Tariff Commission. It is likely Mr. Burgess will visit the East Liverpool district during the summer meeting.

The opening of the new warehouse at the plant of the Limoges China Co., Sebring, O., was featured with a party for the employees of the company and their families. Entertainment features consisted of four boxing bouts, which were followed by music and dancing. Many employees of other potteries in the Sebring district attended this event.

A. C. Ward, who has been appointed resident manager of the Cannonsburg, Pa., plant of the W. S. George Pottery Co., is arranging to remove his family there. This plant is making a special feature of open stock dinnerware for the department store trade, and since it placed a new shape on the market in January, 1924, an active business has followed.

W. C. Brown, southern representative for the Potters Co-Operative Co., has returned to the home office, following a six weeks trip through that territory. "I found a decided improvement in business conditions in the south," said Mr. Brown. "The early movement of southern crops brought considerable new money into the territory and the growers have been spending it. As a result there has been quite a change in the retail demand for practically every line."

The Imperial Ceramic Arts Co., which will open for business in Elwood City, Pa., will enter actively into the business of decorating both china and glassware, according to the statements made at the time the application for a Pennsylvania charter was filed. Of late years there has been a constant increase in the demand for decorated glassware, and this has resulted in a number of concerns going into the business of buying the stocks and decorating them. Many years ago there were exclusive decorating shops in the East Liverpool district, but the rule today is, that all ware is decorated by the manufacturers.

It is very likely that a meeting of the executive committee of the United States Potters' Association will be called to meet in East Liverpool within the next few weeks to determine a date for a summer meeting of the Association. Probabilities are that should a meeting be decided upon, it will be held in August, but at this time no intimation has been given as to the time. Since the new headquarters of the Association have been opened in East Liverpool, no general meeting has been called to convene in that city.

No propositions will be presented at the annual convention
(Continued on page 30)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



TRADE in the flint glass field continues to be around normal for this season of the year, and manufacturers admit they are pleased with the existing situation. While it is reported that plants are capable of greater production, in many instances some factories are operating from 75 to 80 per cent of possible capacity. The general line of flint ware seems to be in good demand, although some particular items are having a heavier call than others. Tableware is in nominal request, while the blown and stemware lines are active in request, with more or less advance business on the factory order files. Lighting glassware is in moderate movement for this season of the year, and no increase in orders for this line is anticipated by the manufacturers until fall buying opens a few months hence. However, plants in this production are fairly active. The container manufacturers report an increase in orders, and this is due to the advancing season. The demand for this line is coming from the preservers and packers, who are now in the midst of their season. In the portable section, a nominal business is being booked by the producers of this line, but buyers are interested in only such volume that will keep up stocks to normalcy for this season of the year.

Improvements are being made to one of the tanks at the plant of the Lippincott Glass Co., Alexandria, Ind. Men who have been employed on this tank have been transferred to another tank.

Manufacturers of soda tumblers in this district have not felt any decline in demand for this line since public health officials of some cities have been directing their attention to a "clean up" of restaurants and soda fountains. "Those holding political positions have to do something to keep their jobs" is the expression of one glass manufacturer commenting upon the recent line of activity. The paper cup manufacturers are declared to be back of the movement to substitute paper cups for tumblers, but so far factories are concerned, the demand for the line continues as good as ever at this season of the year.

The annual convention of the American Flint Glass Workers Union will open in Toledo, O., Saturday, June 27, and at this time the convention will discuss the proposed changes in the wage scale which will be presented to the manufacturers in joint conference in Atlantic City late next month.

After spending many years in an official capacity with

the Imperial Glass Co., Bellaire, O., it is reported here that Frank H. Kubler has tendered his resignation to go with the Ohio Glass Products Co., of Massillon, O. Mr. Kubler will become superintendent of the Massillon factory.

The Co-Operative Flint Glass Co., Beaver Falls, Pa., is having a remarkable success with its decal decorated line of glassware, which was displayed for the first time during the last January sales exposition in the Ft. Pitt Hotel here. This company is the first in the field to produce such a decorated line on a commercial basis, and the treatment is now being used on a varied assortment of items. The decal decoration is being used on both crystal and colored glass, and since first presented, the company has extended the use of this character of decorating. Both department store buyers and specialty shops have been active purchasers.

With a capital stock of \$100,000 the Crowe Glass Co. has been formed at San Francisco, Cal., according to reports received this week. The incorporators are P. C. Jones, G. E. Bridge and Eugene Palmuth. It is indicated that the company will feature a general line of ware, together with a number of specialties.

Active construction has started on a two story brick addition to the plant of the Hocking Glass Co., Lancaster, O., which will include a new warehouse. Since this company began operating in its new factory, there has been an increase in production, and because of the varied lines the company is now featuring, a wider field of trade is being covered. This situation is resulting in steady operations on all factories of this company.

The plant of the Monarch Glass Co., Wellsburg, W. Va., will be operated under new management at an early date, it was reported here this week. It is also said that men formerly associated with the glass industry in the Cambridge, O., district will assume the management of the factory.

Warren H. Dunn, the former glass and pottery factory representative with offices in New York City, is at the head of the Continuous Tunnel Kiln Corp., recently chartered with a capital stock of \$1,000,000. Mr. Dunn, since retiring from the selling field, has been interested in factory construction work, and for several years made his headquarters in the Westinghouse Building, Pittsburgh.

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

A. J. Fondeville Co., Introduces a New Pattern in Dinnerware

IT would seem that Eugene Fondeville, head of A. J. Fondeville & Co., 24 West 23rd St., must have done considerable cross country traveling while on his recent trip abroad, if one is to judge by the multiplicity of new ideas and samples which he brought with him upon his return to New York City. Among the ideas of which there is tangible evidence in his showroom is the new Longchamp pattern in "Lorraine" ware from the Sarreguemines factory. This design is hand painted, under



glaze, on a soft ivory ground. The design consists of three floral sprays so arranged as to fill the entire brim of the plate and appear almost like a running border. The center of each spray is a single full blooming daisy-like blossom with a rich

dark blue petals and burnt orange center. Sprays of soft green leaves with half open buds in blue with touches of the same burnt orange make up the balance of the spray. The center decoration adopts this same motif in a graceful medallion. Around the edge of the plate is a brown edge line completing the pattern. This decoration, while it meets the popular demand for vivid and bold colorings and vigorous lines, is also suited to the more conservative taste, as it is somewhat formal in character, the colors being rich and soft. The Longchamp dinnerware may be had from open stock in New York, in complete dinner, tea, breakfast and short set combinations. It is, indeed, a delightful creation and interesting and effective sales help has been planned by Mr. Fondeville for dealers who handle this ware, consisting of leaflets, showing this pattern in full color with spaces for dealers' name and any other data he wishes to use, an excellent description of the design is also given.

Wonderful New Examples of Schierholz Wares Shown by Fred C. Reimer

The ingenuity and art of the Schierholz craftsmen seems to be unending, as Fred C. Reimer Co., Inc., 141 5th Ave.,

New York is continually showing something new in this lovely ware. The newest decorative motif is a lilac. This blossom beautifully modeled, in raised effect, forms the decoration of many fancy items including comports, lamp bases, bon bons, etc. The color is a delicate lavender pink and each petal a work of art in itself. A hand painted lilac spray forms the center decoration of many of these pieces. Fat cupids act as bearers for some of the bowls, others perch on the edge assiduously playing a violin, thus adding to the charm of these dainty pieces. Another very lovely creation, to which the same lilac decoration is applied, is in the form of a bird's nest, the body being modeled in a very real simulation of the finely woven nest which the songsters work so hard to build. For lamp bases of peculiar charm there are figures of graceful damsels in Dresden costumes, tight bodiced and full skirted. One has a dull red bodice and full green skirt with a delicately wrought frill about the neck and edge of the overskirt. Another figure stands in dancing pose on a gold ball which is made to fit a metal mount. Another Court lady sits pensively in a chair holding before her the sheets of a letter on which one can read the inscription. The workmanship of these figures is truly remarkable, every detail being carefully wrought by hand.

New Patterns From Canonsburg Pottery Co.

S. H. Slobodkin, 7 West 22nd St., New York, who represents the Canonsburg Pottery Co., is showing some very charming new patterns in the high grade semi-porcelain dinnerware made by this firm. One of the designs consists of a border on a blue ground, through which runs a design employing delicate pink and lavender flowers in a conventionalized form with delicate green and tan leaves veined in white. A touch of black here and there brings out the colors more vividly and half mat handles and gold edge form an attractive finish to the whole design. Another narrow border employs alternating panels, one a deep blue ground with a tiny green leaf spray and tiny terracotta diamond medallion. This alternates with a panel in lighter tone—a shaded ivory ground with a spray of pink roses and tiny blue forget-me-nots. Red scroll work with touches of black here and there make this a distinctive pattern. Another design consists of medallions in which pink roses on a blue ground combine with a lattice work of light blue and old gold. Tiny pink rose sprays with blue forget-me-nots and tiny yellow blossoms complete this pattern. A blue hair line at the verge and edge of plate make an effective finish. One other design of extreme simplicity consists of a blue hair line broken at regular intervals by bow knots of gold.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE department stores have been feeling a revival of activity recently. Jordan Marsh Co. have been selling a tremendous volume of dishes and glassware the past two weeks. Dinner sets have been very good sellers. Indian Tree pattern, English semi-porcelain, service for six was priced at \$33. Seville pattern, ivory-colored body of English semi-porcelain in contrasting black and yellow decoration \$26, service for six. Titian ware, octagonal-shaped body with striking decoration in blue and yellow \$23, service for six. Among glassware items were amber lustre stemware at from \$8 to \$15 the dozen. The amber crackled ice tea sets sold well with six glasses and a pitcher at \$5. The sales have featured the summer cottage idea and have been aided by effective windows.

L. E. McKennon, traveler for S. A. Weller Co., Zanesville, O., has just returned from the Masonic Convention in Los Angeles. He reported himself in the best of spirits all through the trip and says he is going to fill New England with bright shiny new crockery and glassware this summer.

Joseph A. Donovan and Frank Warren, the former of A. B. Sutherland Co., and the latter of the Calendar, McAuslan & Troop Co., Providence, R. I., have been in New York on a business trip the past few days.

Among new business of interest to the trade in Boston are: Maurice Ruderman, 30 Gould St., Reading, dry goods; Belmont Hotel, 26 West Foster St., Melrose; Alpine Electric and Supply Co., 20 Portland St., Boston, lamps and electric fixtures; Lou Bean Co., 2 Cutter St., Somerville, furniture.

Theodore Jones Dead

**Former Head of Jones, McDuffee & Stratton Corp.
Dies Following Operation**

It will be a great shock to his countless friends in the china and glassware trade to learn of the passing of Theodore Jones, former head of the Jones, McDuffee & Stratton Corp., Boston, on Thursday night, June 11th, at the Phillipshouse of the Massachusetts General Hospital, Boston, following complications resulting from an operation for appendicitis. Mr. Jones had been in excellent health up to the time of his recent attack. Following the operation peritonitis set in and despite the efforts of the physicians they were unable to arrest the disease.

Mr. Jones was born in Boston fifty-nine years ago and was educated at the Chauncy School and the Massachusetts Institute of Technology. He was the son of Jerome Jones, one of the founders of Jones, McDuffee & Stratton, the well-known crockery and glassware house with which he had also been associated since 1885. He became a partner in the business in 1893 and following his father's death, he succeeded him as president of the firm in 1916. He resigned from the concern on December 31, 1921. He had sold his interest in the business a year and a half previously, but remained as head of the company until the new owners became familiar with its problems.

With his passing the crockery and glassware trade have lost a man whose family for generations stood for all that is best and ethical in these lines as well as business in general. He was a man of the finest traits of character and was beloved by all who knew him.

Since his retirement from the crockery and glass business, Mr. Jones had been active in financial matters being a director of the Brookline Trust Co., the Boston Safe Deposit and Trust Co., and the Home Savings Bank. He had made his home at the Hotel Vendome with Mrs. Jones for many years, summering at Marblehead Neck.

He was a member of the Union Club, the Country Club, the Eastern Yacht Club and the Commercial Club.

He is survived by his wife and a daughter, Mrs. W. Elliott Whitney.

The funeral services were held at the Mt. Auburn Chapel, Cambridge, Mass., last Monday.

The Jones, McDuffee & Stratton establishment closed from noon until one o'clock the day of the funeral in honor of his memory.

Reserve Banks' Earning Assets Off 57 Million

The consolidated statement of conditions of the Federal Reserve banks on June 17th made public by the Federal Reserve Board, shows an increase of \$24,800,000 in holdings of discounted bills and decreases of \$53,400,000 and \$28,900,000, respectively, in holdings of government securities and the acceptances purchased in open market, with the result that total earning assets went down \$57,500,000. Federal reserve note circulation declined \$16,600,000 and cash reserves increased \$2,500,000.

Increased holdings of discounted bills are reported by all Federal reserve banks except New York and Boston, which show reductions of \$5,400,000 and \$3,900,000, respectively, and St. Louis, which reports a decline of \$1,-

(Continued on page 30)

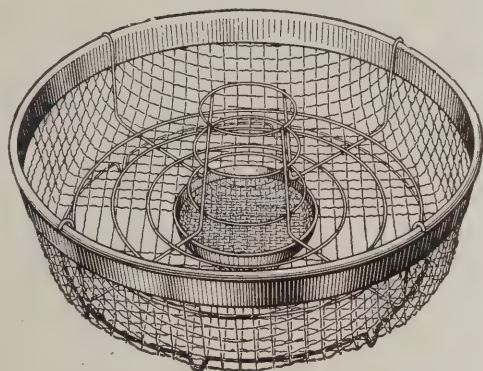
In the Household Utility Aisle

Some Practical Aids for Easier and Better House-keeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By BEATRICE MILLER WISNER

Excellent "Utility" Dish Drainer

EVERY housekeeper has need of a good dish and silver drainer, as the daily use of this utility is absolutely necessary in the culinary department, in order to conserve time and keep dishes from piling up on the table or sink after or before washing. The Utility Manufacturing Co., makers of kitchen wire goods, 1816-24 Lancaster St., Baltimore, Md., have put on the market the "Utility" round dish drainer, No. 46, which is a modern kitchen utility of excellent construction for practical use. This dish drainer, herewith, pictured, is made of two mesh double crimped wire cloth, retinned, with heavy sheet metal rim, smoothly finished, having no rough wire ends exposed. With the use of this dependable dish and silver rack or drainer, hours of labor vanish away into minutes, as dishes or silver may be left to drain and no time is wasted in unnecessary drying, thus saving time for the mistress of the house for her other household duties. The removable dish rack, a most valuable feature, supports the dishes and is a preventative against breakage. The "Utility" dish drainer is light yet sturdy, and its attractive construction is an addition to culinary equipment, giving the kitchen a tidy and straightened-up appearance when dishes or silver are stacked compactly in its compartments. The "Utility" comes packed nested, which saves valuable space and reduces freight charges.



"Morning Glory" Spray a Household Delight

A new needle shower, styled "Morning Glory," manufactured by Hugh Pitcher, Boonton, N. J., is a splendid addition to bathroom accessories and makes the morning bath a delight rather than a disagreeable cold plunge. The "Morning Glory" shower, consists of an aluminum "Clampfast" with rubber washer, three sections of nickel-plated tubing and shower head. Most household faucets are equipped with a spiral shaped extension which is screwed into the outlet and used for attaching a rubber hose for shampoo or other attachments. In order to properly adjust the "Morning Glory" shower, remove this device from the faucet and unscrew "Clampfast"

from shower, raising the jaw high enough to allow the flat surface with washer to cover the outlet of the faucet and jaws to fit over the upper part of the fixture. Other connections required: adjusting tubing and shower head, are simple and quickly accomplished. The "Morning Glory" may be regulated to three different heights by using one, two or three sections of the tubing as desired. The shower head is fixed at such an angle that water does not splash over the tub. The big six-inch spray with the 150 needle-like streams reach the body all at once, producing a pleasing and satisfactory shower. The "Morning Glory" is easily transported, as it is detachable and portable, which enables it to be carried without effort on trips, etc., and it will fit any size tub. Its needle-like spray affords a refreshing and restful method of bathing.

"Marion" Electric Iron a Worthy Product

The twentieth century has brought to the housewife many useful electric household articles, but there are few home utilities that are in more demand and in more daily use than the electric iron. The mistress of the home is in constant need of a good electric iron, as much of her personal appearance depends on well ironed clothes and dainty accessories. The Rutenber Electric Co., Inc., Marion, Ind., are manufacturers of a highly efficient electric iron, styled the "Marion," which has proven its value in the home through dependability and attractive appearance. The "Marion" model 102, illustrated, is a



product worked out after years' experience in the manufacture of electric irons, and embodies all the special features acquired through technical study in the art of manufacturing electrical appli-

ances. The special features of the "Marion" are, nose sharp enough for plaits and tucks, but not too sharp for other plainer articles of clothing, etc., element hand-laced on a single mica plate insulated both top and bottom, wire used is said to be the best obtainable, pressure plate machined to insure thermal contact, terminal pins made of bronze, which can be removed and replaced without removing top, connection between element and terminal pin positive and unique, square heel gives added ironing area, rounded edges insures speed of operation, and handle support rests on bosses raised above the iron top, insuring cool handle. These are features well worth contemplating and are responsible for the popularity of the "Marion, Model 102," a guaranteed product.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

RETAIL business has improved during the past week, according to the reports received from the larger department stores here, the improvement, however, being along the lines of ready-to-wear, Summer outing and accessory merchandise, rather than for the items that go to furnish the home. The department stores here as well as the furniture stores, continue to hold sales of household goods especially lamps, furniture and wood-ware, but the offerings of dinnerware and glassware have been anything but sensational. Among the things offered in the china and glass departments during the week were: amber and crystal combination sets of salad plates, sherbets, goblets or tumblers, excellent quality, by Burley & Co. The salad plates were \$15 and \$18 per dozen, while the other items were \$6.50 and \$7.50 per dozen. The Fair this week had 100 piece dinner sets of semi-porcelain, domestic make, priced at \$14.95. These were regular shapes and had medallion decorations. A seven piece water set at 89 cents was another feature at this store this week. Mandel Bros. sold 14 piece iced tea sets, gold encrusted band decoration, including glasses, sippers and pitcher at \$10 per set. A special was also offered by this

store in a handsome all metal floor lamp with georgette shade at \$22.50. The Boston store is holding a sale of 5,000 pieces of aluminum ware, offering big reductions on all kinds of kitchen utensils made of aluminum. A 32 piece breakfast or dinner set was sold here, domestic semi-porcelain at \$1.89. W. A. Weiboldt & Co. outlying stores were featuring 100 piece dinner sets with medallion decorations in neat patterns at \$19.60, while and imported set of 100 pieces was sold here at \$32.60. Fish's Furniture Store, in their pre-inventory semi-annual clearance sale, offered the buying public a good value in 51 piece dinner sets with gold band decoration at \$8.95. The Davis Store was holding a sale of furniture and housefurnishings this week, said to include all of their warehouse stock.

With the large sales that have been in progress in Chicago during the past two months, the wholesalers and manufacturers agents feel that the time is now near when the buying of china, glassware, lamps and household goods of all kinds must pick up in a material way. Inquiry among the local displays by prominent buyers during the past week indicates more interest in purchasing than for some time past.

On July 1, all present members of the Glass, Pottery, Lamp & Housefurnishing Association of Chicago, become entitled to the \$300 life insurance feature, which was recently added to the by-laws of the association. With this added feature, another benefit derived from becoming a member of the association, it is hoped that the membership of the organization can be materially increased in the course of six months time. The Chicago association has plenty of work cut out for it, and it is the intention of the members to go ahead with their plans to make Chicago the most important market in the country for glass, pottery and allied lines, and to interest more manufacturers in coming to this city to open permanent display rooms.

The semi-annual National Housefurnishing Exposition and the semi-annual Furniture Market, will open in Chicago next Monday, June 22, and continue for one month. The housefurnishing exposition is held on the first floor of the big American Furniture Mart, 666 Lake Shore Drive, and the balance of the building, sixteen floors, is devoted to hundreds of exhibits of furniture and allied lines. Among those who will show glass, pottery and art goods at the Furniture Mart commencing next Monday are: Ira A. Jones Co., Earl W. Newton & Asso-

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

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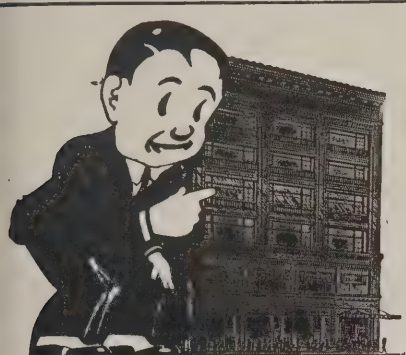
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CHICAGO

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CHICAGO

READY TO SERVE
BUYERS OF
CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS
GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

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Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

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Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to

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178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China. I. E. Mincks, Sect'y and Manager. W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars

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Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

80 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell

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Quaker City Cut Glass Co. Burke Studios
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EARL W. NEWTON AND ASSOCIATES

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ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

MAKE THIS SPACE

Sell Goods For You

For Rates

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THE SEBRING POTTERY CO.

SEBRING, OHIO

CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative

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FURNITURE MART

Phone: Superior 4100

Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

SALESMEN WANTED

WANTED—Commission Salesmen (We are manufacturers)—We have certain territory outside of New York and New England open for Commission Crockery Salesmen of experience. Our several plants turn out a strong line of Domestic Dinner Ware and specialties—a diversified line of quality, and can give service that will satisfy your trade and get repeat orders. As a side line ours would prove one of satisfaction and profit. Address P. O. Box 184, East Liverpool, Ohio.

Manufacturers of well established line of glass and pottery boudoir and table lamps desires sales representation commission basis. Splendid line for department store, furniture, and other quantity trade. Address Box 486, CROCKERY AND GLASS JOURNAL.

WISHES TO CHANGE

SALES EXECUTIVE at present with one of the largest table glassware manufacturers. Capable of taking entire charge of sales organization and have also a working knowledge of factory conditions. Have personally traveled the entire United States and am well acquainted with wholesale and department store trade. Young, ambitious and with a clean record. Nominal compensation until I can show results. Box 483, care CROCKERY AND GLASS JOURNAL.

LINES WANTED

WANTED—Dresden china line by Chicago Sales organization covering city and vicinity. Will handle on commission basis together with other high grade allied lines. Address Box 422, CROCKERY AND GLASS JOURNAL, 312 So. Clark St., Chicago.

FOR SALE

THROUGH a combination of circumstances there are to be turned over two orders each, on cups and saucers and cereal sets, China and Porcelain, direct, by German factories who will have them ready for shipment soon. Agent now here. Apply to Box 487, care of CROCKERY AND GLASS JOURNAL.

The Chicago Market

(Continued from page 28)

ciates, Frank B. Tinker, Helm & Soukup, The Regal Art Co., The Steinbeck Co., John S. Ward, W. C. Owen, Inc., Cliftwood Pottery Co., Grow & Cuttle, importers, and Dooner & Logan.

B. Braverman & Son, 2626 Lincoln Ave., was incorporated recently to do a general retail furniture and house-furnishing business. The capital stock of the company is placed at 500 shares non par value stock and the incorporators are Barney, Sidney and Karl Braverman.

W. C. Owen, Inc., Chicago, the well-known factory representatives, announce that Charles Quint and Alice E. Powers are now associated with their organization. Mr. Quint was formerly in the publicity field, having been active in musical and artistic circles in Chicago. Miss Powers has filled positions of responsibility with

several large manufacturing firms in Chicago, both as secretary and department head.

What the Potteries Are Doing

(Continued from page 23)

tion of the National Brotherhood of Operative Potters that will have to do with any change in the wage scale now operative in the generalware industry when the convention opens in Atlantic City, N. J., next month. This is officially announced by the officers of the Brotherhood. The present wage scale does not expire until the fall, of 1926, although there is a provision that upon 60 days notice, given by either side, discussions can be opened for the purpose of revising the terms of the agreement. There are no indications that the agreement will be opened for revision this year.

The majority of the generalware pottery manufacturers have selected new border and spray patterns which they will make a special feature of next year. Decal salesmen have about concluded showing the new advance sheets and drawings, and from these the manufacturers have made their selection, both for exclusive open stock offerings and for general purposes. These new patterns will not be shown before next January, although there may be instances where advanced samples will be placed in sample rooms during December.

Isadore J. Goetz, founder of the Oakwood Pottery Co., Dayton, O., died at his home there. He was a lifelong resident of Dayton, and founded the plant he was the head of about 50 years ago.

Reserve Bank's Earnings

(Continued from page 26)

900,000. The principal increases in discount-holdings during the week were: Chicago, \$9,300,000; San Francisco, \$6,400,000; Richmond, \$6,300,000; Cleveland, \$5,700,000 and Atlanta, \$4,100,000.

The New York reserve bank reports a decline of \$34,000,000 in holdings of acceptances purchased in open market, and Chicago of \$4,700,000, while the Atlanta bank reports an increase of \$4,800,000; Dallas of \$4,600,000, and Kansas City of \$4,500,000. The system's holdings of Treasury notes went down \$62,900,000 and of United States bonds, \$500,000, while holdings of Treasury certificates of indebtedness, which include a temporary certificate for \$8,000,000 issued by the Treasury to the Federal Reserve Bank of New York, pending collection of income taxes, are \$10,000,000 higher than the preceding week.

The principal changes in Federal reserve note circulation during the week comprise decreases of \$5,900,000 and \$5,100,000, respectively, reported by the Cleveland and Boston banks. The remaining banks, with the exception of Minneapolis, which shows a nominal increase, show a total reduction in Federal reserve note circulation of \$5,600,000.

Chain Stores Gain

(Continued from page 22)

are reported, against \$13,258,010, in 1924. This is an increase of \$2,639,421 or 19.9 per cent.

Sales of the J. C. Penney Company, Inc, for May, 1925, are reported at \$7,139,948, as compared with \$6,144,001 for the same month a year ago. This represents a gain of \$995,946 or 16.2 per cent. Sales for the first five months of the year are given as \$28,617,336, against \$24,036,817 a year ago. This is an increase of \$4,580,518 or 19.5 per cent.

May sales of the G. R. Kinney Company, Inc., are reported at \$1,569,075. Compared with \$1,552,423 reported for May, 1924, this is an increase of \$16,652 or 1 per cent. Sales for the five months period were \$6,828,583, compared with \$6,384,676 for the same period in 1924. This is a gain of \$493,907 or 7.79 per cent.

The F. & W. Grand 5-10-25 Cent Stores, Inc., report total sales of \$557,430 for the month of May, 1925. Compared with \$453,605 reported for the same month a year ago, this is a gain of \$93,825 or 20.2 per cent. For the five months period sales of \$2,620,971 are reported, against \$2,304,348 for the corresponding period a year ago. This is a gain of \$316,623 or 13.7 per cent.

Sales of the W. T. Grant Company are reported at \$2,292,856 for the month of May. Compared with \$1,939,546 reported for the same month of 1924, this is an increase of \$353,310 or 18.2 per cent. Sales for the five months period are given as \$10,254,436, against \$8,398,996 for the same period a year ago. This is an increase of \$1,846,439.

The Metropolitan Chain Stores, Inc., report sales amounting to \$627,208 for the month of May. This represents a gain of \$85,787 when compared with \$541,421, reported for the same month in 1924. Sales for the five months are reported at \$2,756,381. This compares with \$2,523,245 for the same five months in 1924, an increase of \$233,636 or 9.2 per cent.

Department Stores to Drop "Approvals"

A group of large department stores in St. Paul has decided recently to stop the practice of sending goods out on "approval."

Representatives of eight of the largest stores held a meeting here recently and agreed to put the new policy in effect at once.

The group called into study the problem of Bennet Buchman, of the Golden Rule Department Store, voted to attack the practice that has been largely responsible for the growth of the return goods evil in the following manner:

A campaign within the stores to selling methods.

A mild campaign of education among the customers.

The eight stores and shops which will seek to end the policy of sending out approvals are the Golden Rule, Manheimer Brothers, E. E. Atkinson & Co., Schuene-man & Evans, the Emporium, Field, Schlick & Co., Ban-

The value of quality

YOUR approach to consumers of Ceramic materials is made easy by the outstanding quality of R & H Ceramic Chemicals, Minerals and Oxides.

For nearly half a century they have represented an unusual combination of knowledge and experience in the making of materials for the decorative arts.

Their success is a tribute to the discerning judgment of distributors and consumers.



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CLEVELAND
KANSAS CITY
PHILADELPHIA

nons & Huschs Brothers. James Neiger, president of Huschs Brothers, presided at the meeting.

Economic Astrology

If human progress maintains a fairly constant gait during the next decade and avoids such cataclysmic pitfalls as war and pestilence, the world's foreign trade will probably cross the \$100,000,000,000 line about 1935.

This estimate was made by the Department of Foreign Commerce of the Chamber of Commerce of the United States, which frankly admits that it partakes of the nature of economic star reading, in response to an inquiry. It arrived at its conclusion in this way:

"For eleven years prior to 1914 the yearly increase in world foreign trade was at about the same rate as interest compounds annually at six per cent. Disturbed conditions during the war and for several years after the armistice upset the prewar yearly gain. A semblance of stability, however, was reached in 1923, when it was estimated the total world export trade amounted to \$24,000,000,000 and world imports approximated \$26,000,000,000.

"If—and the IF should be in capital letters—world trade continues to progress at about the same average rate as before the war, in about twelve years from 1923, which will be 1935, the total foreign trade of all the countries of the world will have doubled the 1923 figures, and will have reached the grand total of something like \$100,000,000,000."

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Porzellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Hunting-ton, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave. Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgan-town, W. Va. D. King Irwin, Representative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades

PAUL A. STRAUB & CO., 105-107 Fifth Ave.
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
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DOLLS AND TOYS**

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East Liverpool, O.

Vol. 100

June 25, 1925

No. 26

AS THE EDITOR SEES IT TRADE LEVELS HIGHER THAN LAST YEAR

THE pottery and glass industries seem to be holding their own in the wholesale end at least. The East Liverpool and Pittsburgh districts report little change and continue to maintain a hopeful outlook for the fall. Boston reports a cheerful atmosphere with business better than that of a year ago. The retrograde movement in the general business world which seems to have been in progress since February has not carried activity to as low a point as was expected a month or two ago and most measures of trade are still above the levels of this time last year. The continued decline in activity during the last week can be traced more to the normal slowing down with the approach of the summer season than to the working of the business cycle.

THE most favorable development in the entire business situation is an apparent greater stabilization of general prices. Many commodities, including both raw materials and finished goods, have reacted slightly from the low price levels reached a few weeks ago. Among these are wool, cotton, silk, pig iron, lumber and some of the other non-ferrous metals. The last week also saw a better demand for some descriptions of cotton goods, mainly of a seasonal character, although the stabilization of sheetings prices at slightly lower levels developed some new business for summer apparel and for shoes. Agricultural implement sales are increasing in the West, Northwest and Southeast, reflecting a better feeling among the farmers, and sales of the leading mail order houses so far this month have been sufficient to lead to a prediction that June will set a new high monthly record for this type of distribution.

RETAIL trade in general is more active than it was in May, due mainly to more seasonable weather. Reports of stocks too low to satisfy consumer demand still reach the wholesale markets and replenishment has

given many of the wholesale centers a much better volume of business than they enjoyed at this time last year. The demand, however, is mainly for seasonal items, outstanding among these being tropical apparel for men, bathing suits, light weight voiles and cotton broadcloths, white shoes and summer underwear. In recent trade conventions, both in manufacturing and distributing circles, more attention has been given to a discussion of methods of reducing production costs and operating expense and less emphasis has been placed on means to increase the volume of trade. This indicates a shifting in the viewpoint of business as a whole from the theory that volume must be worked up to a sufficiently high point to take care of a fixed cost of doing business. It was this latter view that led to over-production in many leading lines of industry early this year.

BOLSTERED by the recent cement and maple flooring decisions of the Supreme Court, trade associations are resuming the collection of statistics on production and stocks of goods in hand as a means of stabilizing the various markets. It is likely that unless a new check is put upon such activity more complete statistics than ever have been gathered before will be presented in most lines of business within the next year. This may serve to prevent our recurring periods of overproduction and inflation and the consequent reactions to a great extent. Two important reports issued by the Department of Commerce last week, the foreign trade figures for May and domestic cotton consumption for the same month, can be cited as evidence that activity is ahead of last year. The May merchandise exports valued at \$370,000,000 were about \$35,000,000 in excess of the exports for May, 1924, although \$28,000,000 less than in April this year. The decline from the previous month is explained largely on seasonal grounds.

Are Your Clerks Profitable?

ONE dominating factor in every business is the employees, who by their active interest and co-operation with their employers can do much to keep the business on the up grade. It is imperative therefore that every merchant keep a watchful eye over the salespeople upon whom so much of his success depends. An article in "Better Retailing" a book gotten out by the National Cash Register Co., which we quote herewith, gives some excellent advice on this subject:

There are two kinds of store employees. There is the salesman type who sells goods, and there is the clerk type who allows the customer to buy. The latter is in no sense a salesman. He merely shows the stock, wraps the goods, and makes change. The salesman type is usually industrious; the clerk lazy. The salesman has ambition; the clerk merely puts in the time.

Your salespeople and what they accomplish have a direct effect on your net profits. It will pay you to know exactly what each one is doing toward making your store successful. For instance, you should know:

1. The amount of the store's sales—weekly, monthly, yearly.
2. The total number of customers waited on during that period.
3. The number of customers each salesperson waited on.
4. The amount of each salesperson's sales.
5. The cost per sale of each salesperson.

When you know the amount of your yearly sales and the number of customers served in that period, divide the customers into the sales and you secure *the amount of the average sale made in your store*—very important information.

When you know the amount of each salesperson's sales and the number of customers each served, you can easily secure *the average amount of each salesperson's sales*.

By dividing each salesperson's total earnings by the number of customers served, you get *the average amount it costs you for each salesperson to serve a customer*.

Some merchants may think that the trouble of getting these facts over-balances the good they will accomplish. These facts reveal the efficient and the inefficient salespeople in a store. They point out those who should sell more merchandise and those who should wait on more customers.

Suppose you have the following conditions in your store:

Jones, a salesman, waits on 30,000 customers in a year, sells \$15,000 worth of merchandise, and gets a salary of \$1,560 a year ago.

His average sale would be:

Customers	Sales
30,000	\$15,000.00
	50 cents
	Average sale
	15 000 00

His cost per customer would be:

Customers	Salary	Cost per customer
30,000	\$1,560.00	(5 1/5 cents)
	1 500 00	
	6000	

Smith, another salesman, waits on 10,000 customers, sells \$5,500 worth of merchandise, and gets a salary of \$1,040 a year. His average sale, by the same method of calculation, would be 55 cents.

His cost per customer would be 10 2/5 cents.

You, personally, wait on 40,000 customers, sell \$36,000 worth of merchandise and pay yourself a salary of \$2,080 a year.

Your average sale would be 90 cents.

Your cost per customer would be 5 1/5 cents.

Putting the results together in the form of a table shows the comparative selling ability of the three men:

	Customers	Sales	Average Sale	Salary	Cost per Sale
Jones	30,000	\$15,000	\$.50	\$1,560	\$.05 1/5
Smith	10,000	5,500	.55	1,040	.10 2/5
Proprietor	40,000	36,000	.90	2,080	.05 1/5
Totals	80,000	\$56,500		\$4,680	
Average for store			\$.70		\$.05 3/4

This table shows that Jones is falling below the store average on the amount of his individual sales (the average for the store being 70 cents), but that his cost per customer is below the store average. This information puts you in a position to urge him to sell more to each customer he waits on in order to increase his average sale.

The table shows that Smith averages about five cents' worth more of merchandise to a customer than Jones, that his average sale is below the store average, and that he waits on entirely too few customers. The small number of customers he serves makes his cost per customer extremely high.

The table shows that you, the proprietor, are setting a pretty fast pace. You might ask yourself whether you couldn't afford to let Smith take over some of your customers.

A condition like this, which is common in many retail stores where there are just one or two clerks, shows still more surprising results when the figures are carried just a step farther.

Let us see just how profitable each clerk is compared with the proprietor, assuming for this purpose that each of the three bears an equal share of the operating expenses of the store. This is not exactly accurate, for, of course, the proprietor would bear the largest part of these expenses. Since we are comparing them only as salesmen, however, the equal division of expenses is fair.

First find out the profits earned by the business as a whole, and then the profits earned by each man.

The figures are:

Sales	\$56,500
Cost of goods sold at 75% of sales	\$42,375
Operating Expenses, 20% of sales or	\$11,300

Now let us see what the business earned.

Sales	\$56,500
Less the cost of the goods.....	42,375
	<hr/>
	\$14,125
Less the operating expenses.....	11,300
	<hr/>
Net profit is.....	\$ 2,825

Figuring share of operating expenses:

From operating expenses	\$11,300
Subtract total salaries.....	4,680
	<hr/>
Divide by three (clerks).....3)	\$ 6,620
	<hr/>
Each man's share of operating expenses is	\$ 2,207

In the case of the proprietor:

From sales by the proprietor.....	\$36,000
Subtract cost of goods sold by proprietor	27,000
	<hr/>
	\$ 9,000
Then subtract salary.....	\$2,080
Plus $\frac{1}{3}$ operating expenses..	2,207
	<hr/>
	\$ 4,287
Leaves a net profit of.....	\$ 4,713

In the case of Jones:

From sales by Jones.....	\$15,000
Subtract cost of goods sold by Jones...	11,250
	<hr/>
	\$ 3,750
Then subtract salary.....	\$1,560
Plus $\frac{1}{3}$ operating expenses..	2,207
	<hr/>
	\$ 3,767
Shows a LOSS of.....	\$ 17

In the case of Smith:

From sales by Smith.....	\$ 5,500
Subtract cost of goods sold by Smith..	4,125
	<hr/>
	\$ 1,375
Then subtract salary.....	\$1,040
Plus $\frac{1}{3}$ operating expenses..	2,207
	<hr/>
	\$ 3,247
Shows a LOSS of.....	\$ 1,872

Putting these results together we find:

	Profit	Loss
Proprietor's profit	\$4,713	
Jones' loss		\$ 17
Smith's loss		1,872
	<hr/>	<hr/>
	\$4,713	\$1,889

From proprietor's profit	\$ 4,713
Subtract Jones' and Smith's losses	1,889
	<hr/>
Shows net profit made by store was only.....	\$ 2,824

This reveals that the store made less profit than the proprietor personally had made. *He was working for his clerks.*

A condition like this, while it appears to paint Smith and Jones pretty black as salesmen, is not an occasion for firing Smith and Jones and hiring two other men. It is an occasion for a heart-to-heart talk about salesmanship. Smith and Jones can be shown where they stand and told what they must do to hold their jobs.

Getting facts such as these about your clerks means keeping records. They cannot be secured in any other way.

Look carefully into the various methods of record-keeping. Weigh the cost of the different methods on the market. Ask your business friends about the methods they use. Settle on some method which will give you the facts about your clerks. Then you will be in the strongest kind of position to start a campaign to increase sales.

The Exposition of Modern Decorative and Industrial Arts

Among the visitors at the Exposition of Modern Decorative and Industrial Arts in Paris this month was Robert H. Allen, Boston representative of the CROCKERY AND GLASS JOURNAL. Mr. Allen has sent us this very interesting account of his impressions of the Exposition.

"What better exposition city is there than Paris? It has the open spaces and beauty of Washington; a tourist population from everywhere—comparable to that of London or New York; more European and South American visitors than any other city—except, perhaps, Rome; and a tempered climate, antiquity and river vistas. The Exposition of Modern Decorative and Industrial Arts covers both sides of the Seine in the very heart of Paris, and occupies one of Paris's many handsome bridges for its exclusive use. You could plop no such enormous "H" in London over the Thames without disrupting traffic. Nowhere in London or New York could you plant so large an exposition where the public might drop in between business (or visiting the museums) and dinner.

"Whether you visit the highly individual pavilions of the different nations of the world, on the right bank of the river under the horsechestnuts, or whether you are attracted by the bright lights and fountains of the Square des Invalides opposite, you will not lack thrills in ceramics. There are cased-glass and crystal from Belgium, England, Sweden and Bohemia; faience from Italy, France and Spain; British earthenware, French porcelain. There are lamps and stained-glass, furniture and tapestries, silverware and jewelry, textiles and clothing, wall-papers and beads: a broader and at the same time more select assortment than you see in the shops; something modern and attainable after the priceless works of art in the Cluny Museum.

"You may have thought that Sèvres produced nothing larger than teacups and delicate little statuettes. Then look at the pedestals for statues and basins for fountains and the enormous slabs with simple medallions in bas-relief that have been cast and baked at that famous pottery. You may have thought that Lalique made nothing but slag vases and lamp-globe transparencies. Then realize that Lalique is the architect of this fountain whose bright jets of water fall like the branches of a spruce tree from a trunk that stands up like a giant cactus, on a base panelled with glass fishes in bas-relief, illuminated from inside. You may have thought that cubism was confined to freakish paintings and grotesque architecture; see then what how the silverware vases and bowls of Baccarat have been conceived as polyhedrons, with a charm and dignity that is almost traditional; see the obtuse edges of the latest fad in upholstery and consider if they are not rather restful. For interior decoration you prefer, no doubt, the chateau at Fontainebleau and the Carnavalet Museum to most of the moderns; but stop a moment to admire the dining-room of Sèvres, Lalique and Baccarat, with its carved tapestry of polished stone, its fine floor and the indirect lighting of its latticed ceiling.

"American products are conspicuous by their absence.

This is unfortunate, for even the smallest European countries are represented by attractive exhibits. Several of the French and British colonies have individual pavilions. In the case of these countries either the government or private citizens footed the bills and thrashed out the details. Uncle Sam could have been there with bells on at a cost of about a dollar for each American tourist in Paris through the summer and it is to be regretted that there is nothing in the entire exposition to show what the American artists in the pottery and glassware industries have accomplished."

Canada Not Expecting Boom Time

"Canada is not looking for war time or boom time prosperity, but rather for the bases of solid improvement in her merchandising trade," President F. E. Simonton told the annual meeting of the Canadian Credit Men's Association at Toronto last week. The association, now established for many years, has bureaus for the furnishing not only of exact information as to individual credit risks, but also for intensive and interior searchings out of general trade conditions. It is interwoven with the sales end of each manufactory and wholesale warehouse, and also the larger retail interests. The address of President Simonton, whose business interests center in Calgary, was received as an expression of the prevailing view so far as trade volume goes.

Attending representatives of the Western or prairie trade interpreted it in accordance with their own views, that merchants out there are not to count on boom time. They expect no nearby succeeding series of immigration waves, adding as much as 200,000 consumers in a single season to the Western population. Such a revival is looked for, but not this year or next. The collapse of the great post-war land boom in such sources of pre-war immigrant supplies as Iowa, Nebraska, Kansas and many more States, extending generally from North Dakota down to Oklahoma, ended the exodus from them, and the parallel experience in farm land values five years ago in prairie Canada, with the reappearance of something like an "equity" in the value of American farm lands started "the trek back to the States," which has just about ended. The war, with its boom times here, brought widespread impoverishment to a large class of prosperous British and Continental farmers of the sturdy, strong-featured type who cannot be herded into colonization schemes, but came here in shoals, before the war, guided by its own independent judgment and with at least enough resources to make it good.

While the portion of the address dealing with the plans for solid progress hit the mark, less unanimity was evoked by Mr. Simonton's question, "Will the Fordney tariff continue to shut out our products from the United States, while products from there flood our markets?" Western consumers of farm supplies still want them to come in duty free to their own co-operative organizations, or for the actual or imaginary benefits of unrestricted competition with "made-in-Canada" products. Even less unanimity, though not of a sectional tendency, followed the

Simonton second question, "Are we to continue preferential tariffs to the motherland, while our woolen, shoe and other industries suffer?" The West is now making clothing, footwear, steel and other factory supplies.

It was on the question of the future alignment of Canada, in merchandising, that the contribution of Mr. Simonton aroused the sharpest divergence of sentiment. He said a foremost problem was whether Canada would align itself with the United States in a trade way or with Great Britain. He believed that "proximity and intermingling foreshadowed the former."

Brand Your Own



THE neighborhood merchant can profit by emulating the larger stores, chain stores, etc., by combining the advertising and store individuality which comes from branded merchandise.

There are many articles or products which can be bought in bulk, and which if marked with some distinctive trade name or manner of packing will create trade for the store. The name is the mark that gives the customer confidence for he or she can come into the store and name exactly what was received on the previous purchase and which satisfied so well.

Rather than place the mark of identification on the article itself, have labels printed which can be attached to package. On large articles, metal name plates and transfer labels can be used. They can be purchased direct from manufacturers of such articles in any large city. Cost of these identifications is very moderate.

Big Building Total for May

May, as expected, showed a falling off in new building from that permitted for in April, but the aggregate for the fifth month was ahead of the total for May a year ago, and was the fifth largest monthly total ever recorded, while the five months' aggregate tops the year 1924 by a small margin. Reports to Bradstreet's from 163 cities of the United States show an aggregate value permitted for of \$327,734,692, as against \$396,782,871 at the identical cities for April, and \$287,290,600 for the like cities in May a year ago. There is here indicated a decrease of 17.3 per cent from April this year, but a gain of 14.1 per cent over May, 1924. Most of this gain over a year ago in May is found outside of New York City. Thus, building permits in five boroughs at New York City show an aggregate of \$70,262,338, as against \$65,274,571 last year, a gain of only 7.6 per cent, whereas the total at 162 other cities is \$257,472,354, a gain of 16 per cent over May a year ago.

Total building permitted for in five months as reported to Bradstreet's shows \$1,559,726,896, as against \$1,506,523,948 in the like period of the hitherto record year in building, 1924, this indicating a new peak, higher by 3.5 per cent than in that greatest year in house, office or store construction.

Use "Reminders"



THE value of suggestion in advertising and salesmanship can be used often and profitably by the retailer. Two ideas, very simple but sales-building are given herewith: A convenient method of connecting the purchase with your store is by use of "I Need" pads. The size of this pad should be about 3 x 5 inches and each pad should contain eight or ten blank lines and across the top should be printed in bold letters the line:

"I Need to Buy at the Boston Store"

Wrap one of these pads in each bundle. They are convenient as reminders and the fact that your name is printed on the slip carries with it the suggestion that your store is the place at which the goods should be purchased. The cost of these slips should be very low as only a medium grade of paper need be used.

A profitable store idea is the use of a "reminder sign" hung over the entrance where it will catch the eye of customers leaving your store. Sign should be in plain bold letters and read similar to:

"Have You Forgotten Anything?"

Copy of sign should be changed weekly. An excellent form of sign is a large painted cardboard hand with pointed finger wrapped with string and a tag shaped cardboard with wording. The suggestion will result in many sales to persons who really need them, but are dilatory buyers.

Distribution Chief Problem

A growing confidence and a tendency toward price stabilization are the outstanding features of the business situation, is the opinion of the First National Bank, Boston. The business movement has been kept well in hand since the first of the year, with more gradual retrenchments than during the corresponding period a year ago. Inventories in general are moderate, price fluctuations narrow, future commitments conservative, and the balance between production and consumption well maintained. Readjustment between industries is on a better basis, with abnormal price discrepancies undergoing gradual correction. Automobile, tire, leather, paper, lumber, and more recently cotton manufacturers have attempted to adapt their output to general market requirements, and hence to avoid chronic overproduction with consequent demoralization of prices. Co-operation within industries will doubtless become more general following the recent decision of the Supreme Court permitting the compilation and exchange of pertinent data by trade associations. Reductions in costs and the elimination of waste all along the line are aiding the situation.

It is becoming increasingly clear that the chief problem is not the manufacture of goods, but their distribution. Hand-to-mouth buying is causing manufacturers to carry the burden of inventory and to assume the risk of chang-

ing styles and price fluctuations. In some industries manufacturers have sought relief through direct sales to the consumer.

Some further curtailment in production will presumably take place during the summer months, but with well sustained consumption prices should tend to stabilize. No significant development in the business situation is expected for the months immediately ahead, but most industries anticipate a moderate upturn during the fall.

The Prospect for Autumn

Industries are almost never 100 per cent prosperous and security markets never show uninterrupted strength, says *Moody's*. A little irregularity during the summer is entirely normal and usual because at this season trade expansion is not aggressive.

However, the general rule has been that the increase in trade activity from summer to autumn is especially large in years of plethora of capital, because such a condition stimulates all sorts of buying. Upon this basis we may hope for an exceptionally good autumn trade.

The greater the autumn trade the higher share prices ought to rise; for the two are more or less proportionate. Stocks are much influenced by expansion in orders booked and commodity prices and general sales and the like.

Bond prices, on the other hand, may be expected during the autumn to respond either to the working capital requirements of industry, on the one hand, or else to the surplus personal earnings of investors, on the other.

If the earnings available for investing are the larger relatively, bonds should continue to advance; but if the working capital requirements are the larger—comparing both with average or normal—then bond prices will presumably recede.

China and Glassware in Switzerland

In a report on trade in Switzerland in 1924 it is stated that Switzerland, though a small country, perhaps deserves more attention than it has hitherto received from the exporter. Openings exist for sanitary earthenware; fire-proof and acid-proof bricks and pipes; china and glassware (dinner and tea services); crystal glass; and earthenware.

The following "trade points" should be borne in mind if good business is to be done; (a) Adaptation to local requirements and taste is essential. (b) Through quotations, either f. o. r. or c. i. f. and in Swiss francs, should always be given, if possible. (c) Terms of credit should be granted according to local custom. (d) Correspondence with Swiss firms should be conducted either exclusively in French, or, better still, in French for the French-speaking part of Switzerland and in German for the German-speaking part. (e) Catalogues and trade literature, to the point and not too voluminous, should be in French or in German, if possible, and give measures, weights, etc., in the metric system. (f) Switzerland should

(Continued on page 21)

Business Stable

Although this is not a season when general trade expansion occurs, the weekly reviews of R. G. Dun & Co. and Bradstreet's show gains in certain lines and in various branches the volume holds up well. Business on the whole is declared more stable and active than it was a year ago, even though certain unsatisfactory conditions still exist. Much will depend as usual upon the crop results. Reports are more mixed at present as a consequence of advices from a wide area in the South telling of the great need for rain. Corn and spring wheat reports show improvement.

Retail trade is naturally the most active branch of distribution, but a good volume of filling-in orders is noted by jobbers. New York and Chicago wholesalers report seasonal goods selling better. Summer weather has stimulated in the Northern States, the purchasing of light goods, seasonal hardware and paints. On the other hand, increasing temperatures, the advance of the season and an absence of rain is noted as tending to keep down rural buying in Texas and the eastern half of the cotton belt.

Commodities for which the demand has increased recently include copper, textiles and footwear, and some divisions of the steel industry. The present average of production in the Pittsburgh district is 60 per cent, against a 45 per cent rate a year ago. The action of prices suggests that competition is still keen.

R. G. Dun & Co. say on Canadian trade:

"While the attention of retailers is directed mainly to the disposal of the stocks of seasonable merchandise, which are being absorbed at a satisfactory rate, they are showing growing interest in offerings for next fall and winter. Wholesalers, although noting the prevalence of considerable conservatism among buyers, report that both inquiries and orders for distant delivery are increasing steadily and that the number of purchases already made, which cover a wide range of commodities, are generally believed to reflect a widespread feeling of confidence in the future."

Bradstreet's says on progress of the crops:

"Rains have improved the late crops in Northern and Western sections and prevented deterioration in early sown grains. Spring wheat conditions are more favorable on both sides of the international line, although in the low section of Minnesota and North Dakota there has been too much rain and many fields are flooded. In parts of the Western Canadian provinces cutworms are abundant, but rains are said to have stopped their depredations."

Sees Need Growing for Credit Reports

The rapid growth of installment business is constantly increasing the need for reliable retail credit information, the bulletin of the retail credit bureau in Cheyenne, Wyo., declares.

"The element of risk in promiscuous granting of credit is becoming greater every day because of the big expansion in installment selling. When an application asks for an account of \$20 or \$30 per month, and has an income of

\$100 or \$150, it looks easy to meet, but what do you know about the installment payments he has contracted, or what obligations he has with other firms that have to be met? The Credit Exchange can get this information for you."

Buyers in New York

JUNE 18TH, 1925

J. J. Carroll, house furnishings, New Bedford D. G. Co., New Bedford, Mass., 315 4th Ave. (D. G. Alliance).

J. F. Rehner, Pomeroy's, Inc., Reading, Pa., silverware, 159 Madison Ave. (Syndicate Trading Co.).

W. K. Cotterel, house furnishings, C. K. Whitner & Co., Reading, Pa., 315 4th Ave. (D. G. Alliance).

A. G. Wilson, silverware, Barnard Hirsch Co., San Francisco, California, Pennsylvania.

JUNE 22ND, 1925

E. Klintiver, china, lamps, toys, house furnishings, Herman Straus & Son, Louisville, Ky., 11 E. 26th St. (McGreevey, Werring & Howell), Latham.

A. Jasman, house furnishings, china, Meier & Frank Co., Portland, Ore., 212 5th Ave.

D. Leventhal, house furnishings, Boston Store, Utica, N. Y., 881 Broadway (M. I. Federman), Breslin.

JUNE 23RD, 1925

W. R. Hays, silverware, Paul Sleketee & Sons, Grand Rapids, Mich., 105 Madison Ave. (Mdse. Reporting Co.).

J. H. O'Brien, house furnishings, china, Miller & Rhoads, Richmond, Va., 23 4th Ave. (Dry Goods Union).

Miss M. Brennan, china, glassware, MacDougall & Southwick Co., Seattle, Wash., 23 E. 26th St. (W. F. Knott).

E. W. Reversomb, toys, Woodward & Lothrop, Washington, D. C., 270 7th Ave., Room 1702.

R. E. Mater, house furnishings, G. M. McKelvey Co., Youngstown, Pa.

Dollar's Buying Power 63.3 Pre-War Cents

Prof. Irving Fisher of Yale University announced that last week's prices averaged 158.0 per cent of the pre-war level. The purchasing power of the dollar was 63.3 pre-war cents.

Crump's index number was 149.8.

Index numbers for the last five weeks follow:

	Fisher	Crump
June 21	158.0	149.8
June 14	156.9	150.5
June 6	157.2	151.9
May 30	158.0	152.6
May 17	158.0	152.0

A Natural Display



A WINDOW display which caters to this curiosity of ours can be arranged when you have received a packing case filled with small articles of merchandise. Place the opened packing case in your window, strew the articles carelessly around and take off

one of the lower boards so that passerby can see the case is full. Paint, in black on the case:

4,000 (ARTICLES) JUST RECEIVED
IN THIS CASE

This will attract attention to your window, your store and the merchandise itself.

Chicago Optimistic Over Outlook

Money in the Chicago district tightened up a trifle last week, due to transactions incident to the June 15 installment of Federal taxes, but no quotable change in rates developed. The banks have ample funds to take care of all ordinary requirements, and there is no genuine belief there will be any advance in interest charges at this time. The better demand for funds is expected to persist until well after July 1.

Rains in the grain producing regions of the West and Northwest developed a marked improvement in business sentiment last week and the outlook for summer and fall business is regarded as more encouraging than for some time past.

Increased purchasing power for the farmers and prospects of a large volume of freight are urged as the outstanding, bright features. Retail business has picked up and wholesalers have benefited from fill-in orders from the merchants, whose stocks continue at a low point.

Construction operations are going ahead at high speed, with the movement of materials the heaviest of the year. Despite the heavy demand, however, materials prices are tending toward easiness. There has been some curtailment in manufacturing activity. The steel industry particularly reflects this change, with buying less active than in some time.

Railroads are not in the market for cars, but oil interests are buying plates for tanks. Competition for steel sheet orders is sharp and warehouses have reduced their prices \$8 to \$10 a ton. One good feature of the trade is the prospect of large business in structural material, which promises to break all records. In the recent buying of pig iron a million tons were placed, with delivery extending to the end of the year. New business has fallen off, yet values are firmer.

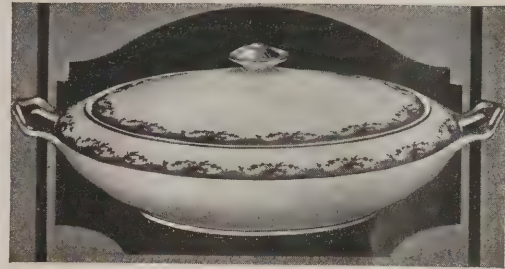
The coal situation is improved, and at the annual convention of the coal industry held here last week Secretary Hoover's recommendation that the Federal Bureau of Mines be made a commercial institution was approved. More activity and firmness prevailed in the hide market. The wool trade too improved slightly.

Fat cattle gained 50c. last week, putting values back to the recent high. Hogs gained about 90c., carrying the top above \$13, and putting the market in shape for another break, as hogs are getting above beef prices: Lambs also advanced sharply, reaching \$16.25.

The pork trade continues on a very satisfactory basis. The demand for cured pork is strong, the public's appetite apparently being whetted by the weather. Fresh pork trade is steady, there being little change over the preceding week.

The beef trade has been slow, but inasmuch as cattle receipts have been lighter there are prospects for a better trade this week. The export meat trade is in its seasonal phase of inactivity.

National Quality



Virginbrook Pattern—La Rosa Shape

**Complete Line of New Decorations on Display
by the following Representatives**

D. KING IRWIN,
200 Fifth Avenue,
New York

E. J. NICKEY,
204 Grand Ave.
Milwaukee, Wis.

F. A. MINER,
5 Prospect St.,
Rochester, N. Y.

E. E. WILGUS,
10 High St.
Rms. 301-4, Boston, Mass.

EARL W. NEWTON & Associates,
9 N. Wabash Avenue,
Chicago, Ill.

The National China Co.
SALINEVILLE, OHIO

TELEPHONE WORTH 3110

Williamsburgh Flint Glass Co.

290 Broadway
New York

Manufacturers of

Lamp Chimneys
Shades

Lamps
Lantern Globes

Towel Bars

Linings for Mounting
Made to Order

Private Mould Work

Smith Ceramic Studios, Inc.

901-9 Monroe Ave., Rochester, N. Y.

Originators of

Unusual Creations in Decorated
China and Glassware

Salesrooms

NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg

BOSTON
Wilgus-Good Co.
10 High St.

Also Displays at

Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia

Bush Terminal Sales Bldg.
140 W. 42d St.
New York



CAUGHT IN THE NEWS NET



AN interesting little talk with one manufacturers' representative, who doesn't care to have his name mentioned, leads me to wonder if the buyers who are practising hand-to-mouth buying regularly are not neglecting to follow up this practise with a systematic method of watching stock in order to be sure that necessary supplies in all staple lines are kept. He spoke of one buyer who lost a glassware sale of considerable size because he had neglected to fill in the low footed sherbets. This is one instance and, in itself, was not so great a loss but danger is that if stocks are not constantly watched and vacancies reported and filled, the department will not keep its reputation for prompt delivery and satisfactory service. It's just one phase of the buying problem and will bear consideration.

H. J. Plant, director of R. H. & S. L. Plant, Ltd., London, Eng., and W. G. Savill, of W. Savill & Co., retail china and glass merchant of London, arrived in New York, Monday of this week, on the *Cedric*. Mr. Plant will spend some time studying the American market with an eye to becoming more familiar with its demands and conferring with Eugene Fondeville, head of A. J. Fondeville & Co., who represent the Plant interests in this country.

Martin Zolle has joined the sales staff of Lazarus & Rosenfeld, New York, importers, to cover the New England territory. He takes up his new duties next Monday.

James B. Boote, head of Edward Boote, New York, importers of English wares, arrived home Friday on the *Maurctania*, after a six weeks visit to the various factories represented by the company in this country.

Charles P. Cox, Jr., head of Cox & Co., accompanied by Mrs. Cox departed on Thursday for his summer home at Assembly Point, Lake George, N. Y., where he will spend the balance of the season in relaxation from the cares of business.

W. E. Wells, of the Homer Laughlin China Co., East Liverpool, O., is spending a few days in town this week consulting with the concern's New York representative Cox & Co. and attending to other matters in connection with his firm.

George Daugherty, of the Economy Glass Co., Pittsburgh, Pa., returned from the Pacific Coast this week.

A cable was received on Monday by G. Torlotting, an-

nouncing the safe arrival at the Havre of his father, E. Torlotting, head of E. Torlotting, Inc., who, with the remainder of the family will spend some time in Europe.

Lloyd Bryant, commercial manager of Factory R of the United States Glass Co., Tiffin, O., arrived in New York, Tuesday morning. He will spend the remainder of the week conferring with "Ed." Craig, New York manager for the concern.

Fernand Desmaison, American manager for the L. Bernardaud & Co., sails for France next Saturday, June 27th on the *Paris*. He will spend some time abroad conferring with Jacques Bernardaud, head of the concern at Limoges, in regard to new fall patterns.

John Rossetti, with A. L. Tuska, New York, is no longer a gay bachelor. About a week ago he was married to Miss Mary Jordan from Lewistown, Pa.

E. Torlotting, Inc., New York, are making extensive alterations to their stock room, which will increase their storage capacity considerably.

O. C. Graham, New York representative of the Cambridge Glass Co., Cambridge, O., is at the factory this week attending a joint conference of sales representatives from the different cities. The conference which began Tuesday, will continue for three days.

Henry R. Shirley, traveling representative for Maddock & Miller, Inc., New York, returned Monday from the Pacific Coast.

"Pete" Rinkin, buyer of glass, china and lamps for the Boston Store, Chicago, visited the New York market this week.

M. Weiss, head of the M. Weiss Glass Co., Cleveland, O., was in New York Tuesday of this week conferring with D. King Irwin, who represents the company in this territory.

A. B. C. Dohrman, president of the Dohrman Commercial Co., San Francisco, returned to the coast Friday of last week.

A. C. Berg, buyer for M. Nathan & Bro., Inc., Johnstown, Pa., has embarked on the sea of matrimony, having been married on Wednesday at McKeesport, Pa., to Miss

Mabel Johnson, of that city, which is also Mr. Berg's former home. One of the stops en route on their honeymoon trip will be Toledo, O., to visit George O'Hara, buyer for Tiedtke Bros. Co.

Marion G. Bryce Resigns from U. S. Glass Co.

The resignation of Marion G. Bryce as chairman of the Board of Directors of the United States Glass Co., which was presented at a meeting of the board of directors June 17, was no surprise to those who were closely associated with Mr. Bryce. When he retired from the presidency of the corporation, a position he held with the exception of a year or so following the retirement of Daniel Ripley as president of the company, he did so in order to be relieved from the more active business cares. Upon his return from California recently, it was hinted in some quarters that Mr. Bryce would soon relieve himself of all business, and as a result his retirement as chairman of the board of directors of the "States" was not all a surprise.

As has been his custom for some years, Mr. Bryce will spend the summer in his cottage at Lakewood, Chautauqua, N. Y.

W. H. Yager Erect New Building

The culmination of more than 25 years of steady growth is exemplified in the new building which is soon to be ready for occupancy of W. H. Yager & Sons, Inc., Binghampton, N. Y., wholesalers dealing in crockery, glass, lamps and other housefurnishing lines.

* Starting in a small store at 207 Water Street, this firm was forced to move to more commodious quarters at 209 and 211 Water Street. Constant growth forced the addition from time to time of warehouses, until recently it became necessary, in order to take care of normal expansion, to build the big new home at 86, 88, 90 and 92 Lewis Street.

The new fireproof building is 100x165 feet, giving over 45,000 feet of available floor space. It is thoroughly modern in every detail to meet the special needs of the firm, and there is an additional reservation of an extra frontage of 50 feet by a depth of 165 feet, to take care of future expansion.

The elevator service is strategically located to serve quickly and efficiently the seven floor levels, and connects directly the receiving, warehousing, assembling and shipping departments, thus facilitating the filling of orders from the immense reserve stocks without delay. To take care of the fast-growing truck delivery service, four approaches have been provided for the big shipping platform. This platform is 50 feet long and 36 feet deep and will amply care for all demands for many years to come.

On the second floor of the new building is located a well lighted sample room, 50x88 feet, with a sales force sufficient to promptly care for the demands of the large

clientele of the firm. A special elevator connects this department with the shipping rooms, thus obviating all delay between the selection of orders desired for immediate shipment.

On the first floor will be located the commodious offices of the organization. These offices will occupy a space 40x50 feet, and will contain comfortable waiting and rest rooms.

46,827 Pieces of China Ordered by Neil House

China and glassware for the new Neil House, Columbus, O., will be supplied by the William Hinterschied Co., 195 South High Street, according to the announcement of the letting of the contract early this month. The order is the largest of its kind ever placed with any Columbus firm.

The contract calls for 46,827 pieces of china and glassware. For the regular dining-room service, 10,418 pieces are provided; for the Capitol restaurant and lunchroom service, 9400 pieces; for the banquet service, 13,650; for employes' service, 5430; for cooking china, 3740 pieces. For special occasions, 9315 pieces of party china will be delivered.

The dinnerware is said to be of particularly good quality—clear white, smoothly-glazed china, with a special pattern in delft blue band with touches of tan. The pattern is Egyptian in motif and carries an interesting historical significance.

The special party service is of clear white china with rich gold-encrusted band in laurel leaf raised design, and an inside gold line. This ware is for use in serving wedding breakfasts, party luncheons and social afternoon affairs.

The 17,058 pieces of glassware are all in the same quality and same pattern, of thin-blown crystal with etched pattern in continuous scroll design.

Besides the china and glassware the contract also calls for a considerable number of pieces of decorative art pottery. It is said that some of these will be rare pieces which cannot be duplicated.

The Outside Viewpoint



A GOOD way to attract attention to your store and also gain some really good suggestions for its benefit is to advertise that you will pay \$1.00 for every idea for improving your advertising, store arrangement, stock, or service. Providing the idea will be explained

in writing, dropped into your store's suggestion box and is found suitable for adoption.

The suggestion box can be a covered wooden box, slit for inserting suggestion, or a metal R. F. D. box. Hang or tack near it a good sized sign saying that you will give \$1.00 to any one in town who submits a suggestion that is accepted.

While you will obtain some advertising benefit from a "suggestion box," bear in mind that its biggest value is that of obtaining outside viewpoints on needed improvements in your store.

Trade Conditions Better But Depend Upon Crops

With business beginning to show the usual summer slackening, the trade reviews this week stress the fact that most of the statistics on trade volume that have recently been published indicate that business is moving along at a more rapid pace now than it was a year ago.

R. G. Dun & Co. particularly stress this fact and, moving along to the future outlook, say:

"Much will depend as usual upon crop results, and more encouraging prospects for wheat have tended to modify somewhat the recent disappointing government report. A reflection of the strengthened financial position of farmers in the West and Northwest appears in the increased sales of agricultural implements in those sections, while in most parts of the South they also have been larger. Collections have improved with a considerable liquidation of old indebtedness. Conservative commercial operations remain the rule throughout the country, but frequent purchases for early deliveries make up a heavy aggregate, and the current week's bank clearings outside of New York are 14.2 per cent in excess of last year's at this time.

"Most other statistics make similar comparisons and both general merchandise exports and cotton consumption last month, although below April's totals, were materially above the amounts for May, 1924.

"Commodities for which demand has enlarged of late include, copper, textiles and footwear, and in some divisions of the steel industry there has been further substantial buying."

On current trade conditions Bradstreet's says:

"The quieting down process in trade and industry does not seem to progress at the speed noted, especially in industry, in the second quarter of 1924, the result being that current statistics of trade volume and industrial movement tend to make better comparisons with a year ago than they did some time back."

Credit Too Cheap

"Credit is too cheap nowadays," George D. Dayton, of the Dayton Co. department store, Minneapolis, told the Retail Credit Men's National Association meeting at the Hotel Nicollet here in its annual convention.

Mr. Dayton offered a word of warning to credit men against competition in credit. He showed that this sort of competition is not only reckless business, but unwise. If your store tries to build up volume by being lenient in collections and free and easy in opening new accounts you will pay the penalty later on, and you will find it mighty costly.

"The house I am connected with says frankly: 'We are

glad to extend credit to those who pay during the thirty days succeeding the purchases, but we are not seeking long credits, and prefer customers go elsewhere when long credits are desired.

"As a result, our losses for eight years average only one-tenth of 1 per cent and our collections average 67 per cent each month of the purchases made the preceding thirty days."

Contest to Promote Salesmanship

A clever series of contests is being conducted by the Halle Brothers Co., of Cleveland. The contests are designed to promote salesmanship and, according to the store executives, are doing so quickly.

The contest just completed offered prizes for the best answers to the customer's objection, "But I'm just looking around today." The answer that won the first \$10 prize was:

"If you should decide to buy, madam, you can telephone me, and if we still have the dress I should be glad to send it out. I'd like to send it out to you now, because I feel sure it is what you want, and somebody else may get it first."

This, submitted by Carl A. Wagner, won the approval of three judges, who considered it an answer that would bring buying results. The second prize was not in direct discourse, but the judges considered that it established the Halle standard of merchandise and service in the customer's eyes:

"I immediately emphasize style, quality, workmanship and service; so if the customer finally decides to look elsewhere, Halle merchandise, together with Halle service, which forms a part of it, will be used as a criterion by the customer in judging the worth of similar merchandise offered by our contemporaries."

The answer that received great adverse criticism from the judges was this: "Take this along with you, and if you don't like it send it back." Such an answer brings trouble and loss to the store in returned merchandise, said the judges.

Halle Brothers are continuing this method of teaching salesmanship with a contest, asking for best answers to this objection on the part of the customer, "But that price seems very high."

These contests are carefully organized and are promoting general interest in good sales methods throughout the store. The judges appointed represent the merchandise point of view, the educational or training view and the customer's opinion. A rule for the next contest says that each answer must be in direct discourse and not more than seventy-five words in length. All employees except winners in the last contest are eligible.

Discuss Shoplifting Problems

Shoplifters, peddlers and parking problems were discussed at the fourteenth convention of the National Association of Retail Secretaries held in Minneapolis, recently.

W. H. Jenkins, of St. Louis, and Charles F. Trotter,

of Minneapolis, managers of stores mutual protective associations, told what had been done in the respective cities toward eliminating shoplifters and professional thieves.

"Since the St. Louis Association was organized in 1921," declared Mr. Jenkins, "it has caught 165 bad-check artists for a total of \$5,000, had settled with 315 charge accounts abusers for \$31,460; had apprehended 834 dishonest employees and recovered from them \$13,472 worth of merchandise, and had caught 4,709 shoplifters, recovering \$56,000 worth of merchandise.

Concerning parking problems, K. F. Niemoller, director of the Associated Retailers of St. Louis, declared that a survey in his city showed that the 92 per cent of customers come to the retail section by trolley, 5 per cent by busses and only 3 per cent in private automobiles. To handle this 3 per cent St. Louis merchants were spending \$40,000 annually to maintain garages.

Business Reports for Cities

An enterprising banker in a Middle Western manufacturing town with close to 50,000 inhabitants has developed a local business reporting service which suggests most interesting possibilities. He obtains from seven large establishments normally employing about half the wage earners in manufactories weekly figures for numbers employed and for pay rolls. He collects and publishes monthly car loading figures for his city, pieces of mail handled and building permits. Savings deposits and debits to individual accounts are also provided by the bank with which he is connected.

This is an example of public spirit that is worthy of emulation and that suggests large possibilities for the future of business reporting services. National business surveys in the nature of the case can only outline major developments and indicate business trends in a rather wholesale fashion. Frequently local conditions are for special reasons entirely out of line with the prevailing situation, even in the immediate locality, and they may diverge widely from the general tendencies observable throughout the country at large.

Local reporting services on business activity could therefore be made a valuable supplement to more general reports. They would give the inhabitants of a particular town or city an opportunity to test their achievements by that of other communities and to find out the causes of divergence from the general trend, with a view to possible remedies if local business happened to be unduly depressed.

Business Loses \$250,000,000 a Year to Credit Crooks

The great increase in credit crimes in the last three years has resulted in a flood of requests for the services of the National Association of Credit Men, says William H. Pouch, President New York Association of Credit men, in *Forbes Magazine*. In order to meet such requests, its

staff of investigators must be increased fivefold, and to that end it is now conducting a campaign for \$1,000,000 which will be spent in the next few years in running down all cases of credit crimes wherever they are reported.

In the last three years, there has been an unprecedented increase in credit crimes. In 1920, according to Dun's Reports, there were 8,881 commercial failures in the United States, with liabilities of \$295,000,000. In 1924 there were 20,500 failures with liabilities of \$542,000,000. C. D. West, head of the Credit Justice Department and arch foe of the credit crook in the United States, estimates that between 40 and 50 per cent of these failures are tainted with fraud in some degree.

Few persons realize the annual toll on legitimate business from these depredations. At a conference of leading business men of the Atlantic and Middle Western States in New York City early this year it was announced as the unanimous opinion of the conference that not less than \$250,000,000 a year was stolen from business houses through credit frauds.

One of the favorite methods of credit criminals in obtaining merchandise fraudulently is the issuing of a false financial statement. In New York City recently a case came to light where a notorious bankrupt, with the connivance of a bank's agent, showed a deposit of \$10,000 with only \$300 actually involved. The depositor took the \$300, together with a check for \$4,700 which he knew to be worthless, to the bank. The agent met him there and handed him a check for \$5,000, at the same time taking one with the depositor's own signature for the same amount. One \$5,000 check offset the other. In a few days the \$4,700 check was returned, but on the strength of having \$10,000 credited to his account for a few minutes, the "merchant" issued a financial statement upon which he was able to obtain merchandise worth \$100,000. This he promptly disposed of to a "fence" at forty cents on the dollar.

China and Glass in Switzerland

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be worked by agents resident in the country itself. There may be one or more agents, if it is desired to appoint separate representatives for German, French and Italian Switzerland. The Italian-speaking parts is not very important, and may well be worked together with German Switzerland. (g) Travelers with a fluent knowledge of French, German, or both, and an ample supply of literature, samples, etc., should be sent out regularly, but firms should not make a practice of selling direct to local buyers if they already have an agent in the country. British commercial travelers are very seldom seen in Switzerland. (h) The desirability of advertising should not be overlooked. All goods need considerable pushing, concludes the statement, but success is not beyond the reach of enterprising firms, provided every effort is made to meet the requirements of Swiss buyers.

The Buyers' Complaint



*Will you tell us what's the matter
With the salesmen and their chatter
When they come and spiel their patter
'Bout their goods?*

*When they come with their petitions
They know not of conditions
Of the keenest Competitions
In their lines.*

*The day of bluff and bluster
As salesmen round us cluster
Has gone, and we must muster
All our brains.*

*So don't be peeved you drummers
Although we know you're hummers
For we ourselves are Comers
So call again.*



WHAT THE POTTERIES ARE DOING



LITTLE if any change is noticeable in the business situation in the generalware pottery industry from that previously reported. Orders continue to be more or less spotty, some days the mails being more or less heavy, and other days only a small volume is received. It is the opinion of many of the manufacturers that buyers will begin to visit the market next month, and also during August for the purpose of placing orders for early fall and winter requirements.

Taking the Ohio district as a whole, the generalware plants are showing a production of probably 65 per cent, and this volume is not expected to be augmented to any great degree until the manufacturers begin work on fall business. The general movement of merchandise seems to be covering the entire line, which includes open stock borders, dinner sets of different compositions and plain white. Plates and teas of course are in heaviest demand, as is always the case. However, at this time there is ample stocks of whiteware in most all of the warehouses to take care of all kinds of orders, whether decorated or for plain goods.

The last meeting of the Pottery Forum for the current season was held at Sebring, O., Friday night of last week. There will be no meeting of this organization again until September, when sessions will be resumed in East Liverpool, the gathering being in the Potters' Club. The Forum is composed of manufacturers, factory foremen and plant superintendents, and was formed for the sole purpose of having open discussions relative to factory problems. This is the first time the Forum has met in the Sebring district.

T. A. McNicol, of the T. A. McNicol China Co., who has been spending several days in the eastern territory on business, is again at his desk. "Things down east look a little better to me, although I'll have to admit that the business situation in general is not like what the distributors would like to see," Mr. McNicol said.

That old line of ceramic merchandise, yellow ware, continues to hold its own, and it appears that as the years advance the demand will not lessen. The production of this class of ware both in the East Liverpool and the Zanesville district continues steady, and while no additional kilns have been added to the production, the manufacturers now engaged in the line report business good. Not only are the jobbing interests featuring this class of ware, but many department store buyers and general stores in the rural districts always keep good stocks on hand.

"Every indication at this time points to the fact that fall trade will be just as active this year as ever," said Frank P. Judge, Jr., sales manager for the National China Co., Salineville, O. "While we could handle more business just now, our production records show that we have been going along at a very good rate all season." This company will show several new decorations for 1925, and these have been selected.

The trade as a whole will regret to learn of the death at his home here of Thomas Anderson, aged 80 years, father of T. B. Anderson, general manager of the Pope-Gosser China Co., Coshocton, O. For many years Mr. Anderson had been identified with the sewer pipe industry, but in more recent years he was associated with the electric porcelain business, operating a plant in East Liverpool. Another son, George Anderson is associated with the management of the American Electric Porcelain Co., Parkersburg, W. Va.

James M. Smith, president of the Shenango China Co., New Castle, Pa., issued an invitation to those attending the laying of the corner stone of the new Scottish Rite Cathedral at New Castle a few days ago to visit that plant, and as a result between 300 and 500 people were conducted through the pottery within eight hours. The majority of the visitors were women, and when they retired from the plant each visitor was presented with a pretty souvenir.

The Ceramic Division of the United States Bureau of Standards has issued a document upon the "Simplified Practice" covering hotel china ware. The text refers to all standard sizes that have been adopted, following a joint conference of representatives of the domestic china manufacturers, buyers of the line and also representatives of the Bureau. In all 64 sizes are referred to in the new document, which also announces that hereafter the manufacturers will designate the line in three weights only, namely, "Light weight," "Medium weight" and "Rolled Edge."

The No. 1 plant of the Owen China Co., Minerva is working now in a better production schedule than for many months. The No. 2 plant of this company is still inactive, but will be placed in operation just as soon as business conditions warrant.

Judging from the progress being made upon the erection of a new plant for the Steubenville (O.) Pottery Co.,

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GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



FLINT glass factories have been maintaining a favorable schedule of production during the last fortnight, although the severe warm weather at times caused a slight decline in the output. However, warehouse stocks have been of sufficient volume, so that little if any delay in shipping has resulted. The rule of the manufacturers for some years has been to work plants mostly on orders, and to eliminate the carrying of large warehouse stocks. The latter accumulate from time to time however, as some orders are of the volume that do not require the entire output of an entire "shop turn." The surplus, therefore, is bound to reach the warehouse. New business with practically all flint plants is holding up well for this season of the year, although the majority of the orders being received call for seasonable items. This is especially true with reference to the demand for containers for the packing trade and also for the blown line of tumblers and stemware.

Jobbers are doing a favorable business on all items used for summer drink purposes, and this line of distributors should also include the wholesale drug trade and the wholesale confectioners. Business from these three different channels for tumblers is good. There is little if any change in the demand for lighting glassware or for lighting equipment, so far as the department stores are concerned. Where building activity is pronounced, the demand for lighting ware is considered from fair to good.

Glass manufacturers are deeply interested in the report just made by the Department of Commerce, upon an order of Congress for a survey upon the package situation, it being pointed out to the Department that millions of dollars are lost annually to manufacturers through the medium of poor and improper packing. The report has been designed in a way that manufacturers have been offered suggestions as to how this loss may be overcome. Numerous studies were coupled with the survey, and should these suggestions be followed by the glass manufacturers, losses both in breakage and by these will be overcome to a great degree.

For the purpose of studying conditions in glass factories in the United States, A. H. Hecker, superintendent of the mold manufacturing department of the United Glass Manufacturers' Ltd., of London, Eng., has been making a tour of the American factories. Upon his return home he will present a detailed report of his investigations to his associated.

Traffic managers of all glass factories in this district were in Washington this week attending a conference

with railroad executives when hearings on eastern glass rates were to be considered. The conference was in the form of a hearing before the Interstate Commerce Commission.

Permission of the Indiana courts has been given the receivers in charge of the Lippincott Glass Co., Alexandria, Ind., to borrow \$10,000 to be used in factory extensions and the court has authorized the issuance of receiver's certificates. In addition to granting the petition of the receivers, the court took occasion to compliment them upon the record of business already shown. According to advices received here from Alexandria, the final transfer of this plant to officials of the American Thermos Bottle Co., and the Icy Hot Co., has suffered some slight delay because of a few of the creditors, who hold small claims, not having reached an agreement with the receivers. It is also said, however, that early adjustment of all matters is anticipated by those in charge of the factory.

Advices have been received of the formation of the Newton Glass Co., Newton, Mass., by L. R. Frederick and his associates. It has not been learned what particular line of ware the new company will feature.

The five large department stores in East Liverpool which have just concluded special anniversary sales, have indicated that total sales for the special weeks went far beyond the records of previous years. This is especially true with reference to sales in the china, glassware and housefurnishing departments. Buyers for these sections went into the market early in the spring to obtain merchandise for these events, and as a result exceptional values were offered the trade.

Decorating shops are doing a rather favorable business for this season of the year, according to managers of these plants. The majority of the lines displayed here in January continue in rather active demand, and it is reported that some department store buyers have already begun to anticipate their fall and holiday stocks. All such business, however, will not be put through the shops until September, but the way future business is being booked gives early indication that the output of this line of specialties during the fall will be steady and up to normal.

Glass factory erectors in East Liverpool have been informed of the incorporation of the Ramsey Glass Co., Ltd., at Montreal, Canada. No details have been re-

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What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Smith-Phillips China Co. Introduces New Dinnerware Pattern

THE Smith-Phillips China Co., East Liverpool, O., have shipped to their New York representatives, Phillips, Thistle & Smith, Inc., 1107 Broadway, samples of a new pattern in dinnerware which does them credit and bids fair to become as popular with the trade as their "Yellow Rose" design although it is a trifle more expensive. This pattern, which is called "Classic" is shown on the new "Princess shape," with the extended shoulder which has added considerably to the practicality and beauty of the ware. The predominating colors are yellow and black, and the motif is that of daisies, in a deep rich yellow tone with black leaves traced with yellow and feathery scroll work. These are worked into four panels about the rim in a most attractive fashion. The same lovely floral spray is employed in a medallion to form the central decoration of the plate and a hair line in black, about the verge and edge makes this a most effective decoration. The combination of softly brilliant colors with the graceful lines of the design is most pleasing and the rich smooth glaze of the body of the ware which is of exceptionally fine quality, is a splendid background against which the outline of the pattern stands out boldly. Colorful dinnerware is so much the vogue just now, that this new line is bound to take the fancy of the homemakers who seek quality and distinction in decoration.

E. Torlotting, Inc., Showing New Cased Glass

New samples of cased glass in artistic workmanship and excellent styles, is being shown by E. Torlotting, 24 West 23rd St., New York. One of the most appealing numbers is a large vase for cut flowers in an exquisite shade of green. The design is cut through to the crystal in such a way as to give shading to the various parts of the scene which employs the well-known deer motif with a background of trees in an entirely new effect, very graceful and dainty. The tree trunk and body of the deer are crystal and some of the foliage is cut so as to show a lighter green than the body of the vase. It is most pleasing in effect and gives a touch of distinction to this new vase. These vases may be had from stock. They are especially well shaped to hold flowers in a graceful, loose fashion which shows them off to the best advantage. Mr. Torlotting is also showing some beautiful goblets in a new shape which by its thinness and graceful modeling makes

a most effective medium for the skilled cutting of the artists by whose hands they were fashioned, as well as some charming teasetts from the Gouda Pottery, Holland. These come in solid colors, blue and yellow, both very soft shades; several interesting floral decorations in bold design and coloring on a white body; one fruit design and one in reproduction of a quaint old Dutch pattern in dull blue and white.

Dollar Items in Lavinite Pottery Featured by Art Industries, Inc.

The Art Industries, Inc., now established in their new home, at 225 Fifth Ave., N. Y., are making a special inducement in their splendid dollar assortment of attractive gift items. These are lovely in modeling and novel



in design. The illustration herewith shows the numbers which are all-year selling specials for the dollar "gift-ware" table. "Lavinite," pottery metalique, is appealing in its quaint color and unique shapes. Some of the numbers are reproductions of old Egyptian styles; vases, bowls, lamps, etc., all worthy examples of the firm's discriminating taste in the development of objects suitable for a select clientele. The concern are also showing new models decorated in gold and silver, a recent decorative process of "Lavinite," which adds beauty to the unusual metallic color. The new numbers include unique designs in bookends, vases, lamp mounts, and various smaller items suitable for the gift shop trade. Many of these are entirely decorated with gold and silver, which makes an unusually attractive finish, finely executed.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE

215

LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THIS month Charles M. McConnell celebrates the fiftieth anniversary of his leaving school to enter the employ of Richard Briggs, for many years a leading importer of china and glass in Boston. For the last eight years he has been with Charles R. Lynde, serving customers with an experienced knowledge of their tastes and needs. Were his memory not so long, he would seem like a young man; he has grown young with the trade.

Charles R. Lynde recently returned from Europe after a successful trip, which included a stay in Spain.

George H. Wood, now back at R. H. Stearns Co., made his annual trip with Mrs. Wood, via the Mediterranean, going from Italy through Austria, Czecho-Slovakia and Germany to Belgium, France and England.

The stock of housewares, china, glass and toys of Murphy's Department Store, which is retiring from business after thirty years in South Boston, is being offered to the public at the Temple Shops.

Jones, McDuffee & Stratton opened their semi-annual clearance sale on Monday. The June "Caravan" is as interesting and entertaining as the first three numbers.

George W. Brownley displayed Morimura's dinnerware at Young's Hotel this week.

A visitor last week was Alec Fraser, representing the Beaver Valley and H. C. Fry Glass Companies.

George W. Barber is back at Mitchell Woodbury's after taking the first instalment of his vacation.

The untimely death of James H. Turner has caused the closing of his office at 99 Bedford street of his co-tenants, William Huntoon has moved his office to 93 Federal street, where he shares Room 305 with Randall & Co., and Ernest G. Dower makes his permanent headquarters at his home in Newburyport.

The rumor that the Boston representative of the CROCKERY AND GLASS JOURNAL has contributed to religious periodicals and has been doing research for a book is entirely without foundation. It is what the French call a "blague"—a would-be practical joke.

The tone of the midsummer market is cheerful. Business seems better than it seemed a year ago or in April and May.

"Gus" Algrim has severed his connection with the Outlet Co., Providence, and is said to be planning to establish a manufacturer's agency somewhere in pottery, lamps and housewares.

Mitchell Woodbury Co. have added Mr. Sherwood to their hotel staff. He will cover Maine.

"Nate" Gilbert had to rope off the new basement of Albert Pfeifer & Co., Providence, when 723 persons came in at one time during a sale. The gross sales of the company for May were seven times those of May, 1924.

OBITUARY

The trade sympathizes deeply with George M. Turner, buyer of housewares for Raymond's Syndicate in the death of his father, James H. Turner, manufacturer's agent for several bathroom fixture lines. Mr. Turner, senior, was always most friendly and helpful to the JOURNAL's representative and his sudden death was a shock and a personal loss to him and to all his acquaintances.

George Walker, who died June 20 at his home, 452 Broadway, Somerville, in his eightieth year, was at one time in the wholesale crockery business. He leaves a sister and two brothers.

John H. Buckley, secretary and treasurer of the Titus & Buckley Furniture Co., Lynn, died on June 7 in his forty-seventh year.

The Picnic Season



DURING the summer months it is a good idea to bear in mind that you are in the picnic season. One suggestion would be, use your camera (or borrow one) and take snapshots of the different places in your locality where picnics and outings are held; such as down near the rivers, lakes, groves or other camp or picnic grounds, etc. Variety can be obtained by taking several snapshots of each place, from various angles.

Attach the pictures with rubber cement to your window around the outer edge. Then form a display of goods for outing, picnic and summer use, and of articles for campers. Picnics appeal to young and old, and when you show pictures of places they know, your store will be remembered as having the necessary articles during this present picnic season!

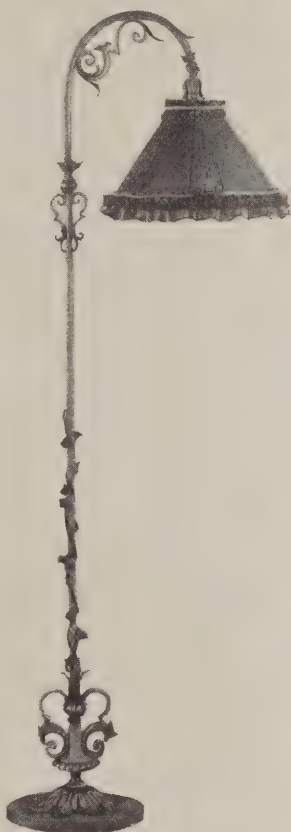
"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers
of Lamps, Shades and Their Accessories

By BEATRICE MILLER WISNER

Lamps and Shades of Distinctive Character

IT would take the skilled hand of an artist with eye for color to accurately reproduce the beautiful coloring shown in the large variety of handsome lamp shades manufactured by John J. Hines, Inc., 39-41 West 23rd St., N. Y., and attractively displayed in the lamp department, which occupies a large section of the firm's spacious showrooms. Novel lamps with shades to harmonize with the standards are conspicuous among the numbers of bridge and junior styles, and unique pottery figure lamps add to the splendid collection. These represent lovely ladies dressed in old time costumes of blue, yellow and lavender elaborately fashioned, with georgette shades fancifully trimmed with ruffles of gold lace. These popular little lamps come in three sizes; vanity, night table and console, and would be exquisite acquisitions to the well appointed boudoir. A lovely and artistic new model shade is elaborately trimmed with gold lace and hand made petit point medallions, which give it an unusually attractive appearance in the delicate beauty of the trimming. The French bronze figure lamps shown are fine specimens of this type of luminator, and excellent examples of modeling. One noticeable lamp of French bronze styled "The Soap Blower," represents a girlish figure holding a pipe with a large pearl at the end for the bubble. The base which supports this beautiful figure is marble. Another French bronze lamp named "Awakening," shows a graceful figure for the body of the lamp, with beautiful pink georgette shade decorated with hand-made ribbon flowers artistically placed about the edge of the shade. Marble bust lamps that have extraordinary shades fashioned of lace and lilac georgette festooned in little scallops arranged in tiers, are most effective and unusual in trimming development. The entire assemblage of lamps and shades is gratifying and interesting, representing the concern's distinctive luminating specialties. The illustration herewith shows one of the firm's attractive models.



Unique Garden Furniture

The old time rhyme, "Mary, Mary, quite contrary how does your garden grow," awakens the thought of the garden, and its future development and furnishing. The Aladdin Iron Works, 404 West 27th St., N. Y., are manufacturers of a select assortment of garden furniture, coffee tables, fern stands, smoking stands, lamps, console tables, etc. The illustration herewith gives a splendid idea of the delightful table which has a marble top. This type of table would be a novel addition to piazza, garden or veranda. The



firm is showing some excellent new designs in garden furniture in various styles; chairs, tables, etc., which are decorative, of dependable construction, and of superior modeling and fine finish. The American garden has become a conspicuous feature of the modern home, and its furnishing is a foremost thought, when beautifying the out-of-door space which shall become the resting place of lazy comfort. The garden equipment shown by the above firm is designed to enhance and lend attractiveness to the grounds of either the large or small estate.

Enticing Pleated Silk Shades

The special attractiveness of the silk lamp shade lies in the perfected development of its trimming combinations, and in the harmonious assemblage of colors in completing the unit. The Monarch Lamp & Shade Co., 210, 212 No. Second St., Philadelphia, Pa., with offices at 79 Fifth Ave., N. Y., are showing a most comprehensive assortment of silk shades that have a noticeable attractiveness in the silk pleating, which is beautifully executed. The trimmings of cut-out designs, ball edging and braids combine in adding to the beauty of the Monarch company's line of shades. The distinctive element, fine finishing and originality of models, has brought success, and demand for these estimable shades.

CHICAGO OFFICE
312
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CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

WHILE the improvement in the business of department stores of Chicago has been slow and gradual, the mail order houses of this city report big gains in their volume of sales, based on dollar gross sales. The business of Sears, Roebuck and Co. and Montgomery, Ward & Co., is now approximately 11 per cent ahead of what it was a year ago. For the first five months of the year the sales of Sears, Roebuck & Co. amounted to \$102,147,358 compared with \$90,979,029 for the corresponding time a year ago. Each month so far this year has shown a gain over the corresponding month. The sales of Montgomery, Ward & Co. for the first five months of the year totaled \$67,994,815 compared with \$62,686,303 for the same time a year ago. Here also, the sales show a slight increase each month this year over the same months last year.

Beginning on Monday morning of this week, Burley & Co., exclusive china and glass shop, held a sale of special season-end reductions on glass, china, lamps and art goods. Included in the sale was 105 piece sets of Minton Queensware at \$80, 29 piece tea sets of china in English

Queensware patterns at \$17.50 and numerous iced tea and lemonade sets at a variety of prices, each showing a market reduction.

One of the biggest sales of this week in Chicago was held by the Fair where 10,000 pieces of aluminum ware were offered, choice of any piece, at 59 cents each. This store also had iridescent stemware on sale at 25 cents per piece.

Brady-Waxenberg Co., 1517 5th Ave., Moline, Ill., was incorporated last week to conduct a department store business. The capital of the company is placed at \$150,000 and the owners are Dave Brady, A. and M. Waxenberg.

I. Silverman, head of the Silverman Oriental Lamp Shade Co., has brought about the arrest of his bookkeeper, who during the past four months has succeeded in fleecing Mr. Silverman and his business out of about \$25,000.

Michael Tauber & Co., prominent in the auctioneering business in Chicago for many years, are now planning the erection of a six-story department store of the finest fire-proof construction, to be located at Milwaukee and Division Street, busy outlying section. The site for the store was purchased last week for \$87,000.

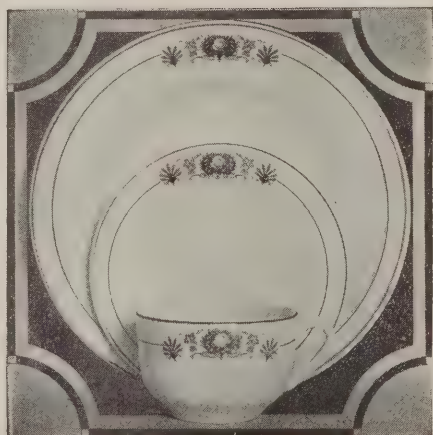
The Chicago Merchandise Fair will be held at the Coliseum from August 4 to 15 and is expected to be the usual big selling event for the general and variety store trade. According to P. H. Meyer, general manager of the show, buyers from all parts of the country will attend where they may inspect merchandise made by more than 250 manufacturers. The lines on display will include many exhibits of china, housewares, glassware, stoneware, lamps, and variety goods.

The Gifts, Art Wares and Novelties Association last week announced that it was necessary for them to acquire eighteen additional rooms in the Sherman house in order to accommodate the increased applications for display space during the Chicago Gift Show, Aug. 3 to 9.

The Homer Laughlin China Co., on Monday of this week opened a temporary display of their complete line of dinnerware at the Drake Hotel in Chicago. Geo. Fowler is in charge of the display, which is expected to draw many buyers who will be in Chicago during the next three weeks to visit the Summer Furniture Market.

J. C. Duval of Bryce Bros., who was in Chicago last
(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and
Dinner Sets on hand at all times
Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

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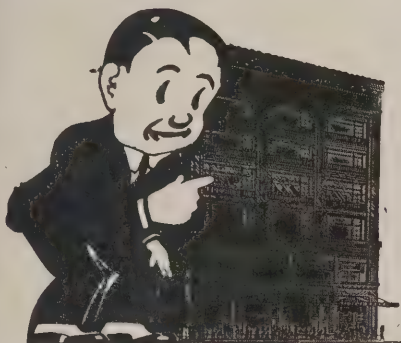
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Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

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Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

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Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezzer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to

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Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

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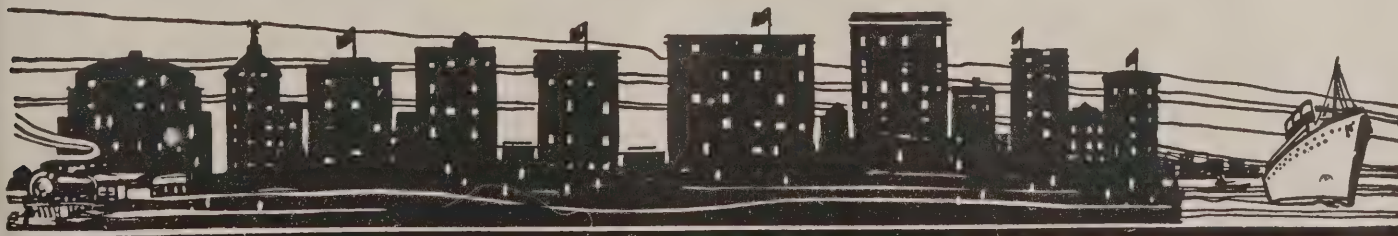
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WANTED—Commission Salesmen (We are manufacturers)—We have certain territory outside of New York and New England open for Commission Crockery Salesmen of experience. Our several plants turn out a strong line of Domestic Dinner Ware and specialties—a diversified line of quality, and can give service that will satisfy your trade and get repeat orders. As a side line ours would prove one of satisfaction and profit. Address P. O. Box 184, East Liverpool, Ohio.

Manufacturers of well established line of glass and pottery boudoir and table lamps desires sales representation commission basis. Splendid line for department store, furniture, and other quantity trade. Address Box 486, CROCKERY AND GLASS JOURNAL.

What the Potteries Are Doing

(Continued from page 23)

it may follow that the company may be able to begin manufacturing in its new show about September. The Ferguson Co., Cleveland, erectors in charge of the contract have been delayed very little if any in the delivery of material, and as help has been plentiful, construction work has been rather rapid.

The annual convention of the National Brotherhood of Operative Potters, will open July 3rd next in Odd Fellows Temple, Atlantic City, according to an announcement issued by John T. Wood, president of the Brotherhood. No wage proposals having to do with the general-ware industry will be discussed at this convention, the existing wage agreement not expiring until Oct. 1, 1926.

Considerable activity prevails about the plants of the Knowles, Taylor & Knowles Co., production at this time being on a better scale than has been noted heretofore. The clay shops have been working on an average of from five to five and one-half days per week, which is considered a rather fair schedule this season.

Under the management of W. A. Hunt, the Valley Art Pottery, Cambridge, O., has taken over and is about to begin operating a second decorating plant at Byesville, O. The company is an active producer of dairy mugs, both in plain and decorated. It is also said that a complete line of ware will be decorated by the company.

At Holly Springs, Miss., the Hollywood Pottery Co., has begun operations, according to word received in East Liverpool. The plant is owned by Brunk Davis and his son, W. B. Davis.

A charter has been granted at Columbus, O., to the Globe China Co., with a capital stock of \$400,000, the

incorporators being H. L. Tritt, Herbert Goodwin, formerly of East Liverpool, W. E. Thompson and C. S. Wardeska. This new company will operate the former plant of the Guernseyware Co., Cambridge, O., which recently taken over by the management of the Atlas China Co., Niles, O. The affiliation between the Atlas China Co., and the Globe China Co., will be close.

Glass Factory Activities

(Continued from page 24)

ceived as to the character of lines this company proposes to manufacture.

In order to take care of an additional volume of business, it has been arranged by the Dominion Glass Co., Hamilton, Ont., Canada to spend upwards of \$40,000 in factory extensions, mainly by the purchase of additional machinery.

The Newton Cut Glass Co., Bowling Green, O., continues to operate on a favorable basis. Recently stockholders received a dividend.

Fire is said to have caused a loss of \$50,000 at the plant of the Wheaton Glass Co., Millville, N. J., a few days ago. The fire followed the bursting of a tank, permitting the molten glass to flow over the floor of the factory.

The Beaver Glass Mfg. Co., Los Angeles, Cal., has taken over the plant and business of the Midway Glass Co., of that district. The Beaver Glass Co. was organized about a year ago under Delaware laws with a capital stock of \$500,000 and its business has been confined in the main to the container line.

Remodeling of the plant of the Akro Agate Co., of Clarksburg, W. Va., is now under way. This company makes a specialty of glass marbles for all purposes, and was the original concern to enter this field. The object of the remodeling is for the purpose of obtaining increased production.

The Chicago Market

(Continued from page 29)

week on business, was called home due to the death of his brother's wife, Mrs. Adam Duval.

W. G. Jackson, head of the Empire China Co., Burbank, Calif., near Los Angeles, was in Chicago early this week. He will go to New York and other cities in the east before returning to the west coast. Mr. Jackson reports the dinnerware business on the West Coast as moderately active at this time with the month of June the best so far this year.

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

for use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~HOTELS~
~~CLUBS~~


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C O M P A N Y
Beaver Falls-Pa

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Sole Sales Agents to the Glass Industry for

American Smelting & Refining Co's

DENSE WHITE ARSENIC

Over 99% Pure

I. E. Mincks, secretary of the Albright China Co. Carrollton and Scio, O., was a recent visitor in the Chicago market.

Gerard Bryce of Bryce Bros., New York, called on the local trade last week.

I. F. Simmers, president of the Hall China Co., East Liverpool, Ohio, was in Chicago last week en route to the West Coast with his daughter, Frances.

W. T. Darden, manager of the Chicago office of the Hopewell China Co., is again at his desk in the Palmer House following a trip to St. Louis.

Macy Graduates Sales Class

Fifty-three young men and women who for the last seven months have been taking the course in management, merchandising and executive training in the merchandising college conducted by the R. H. Macy Store in New York, have received their diplomas.

A prize of \$100 for the highest standing in the course was won by Joseph Greenberg.

One of the oldest of arts is rapidly becoming one of the newest of science, Jesse I. Straus, president of the company, told the graduates in an address in which he outlined the changes which are taking place in retailing.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.

French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 43 Murray St.

Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.

The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt French China.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co. Selb Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, 39-41 West 23rd St.

Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

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A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., 114 Fifth Ave.

Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, 20 West 23d St., Representing:

Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France. Myott, Son & Co., Hanley Staffs, England. Porzellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

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BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.

Encrustations on Imported China and Fine Decorated Glassware.

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Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.

Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building

Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.

Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.

Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.

Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

WESTON GLASS CO., INC.

Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-marle Bldg., 24th St. and Broadway.

Pressed and blown glassware.

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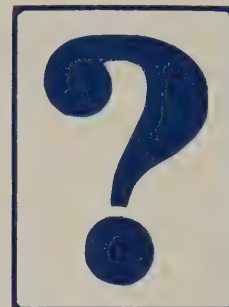


Vol. 100, No. 26

JUNE 25, 1925



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Factory Representative E. B. Hill, 5453 Kenmore Ave., Telephone Ardmore 0897 Chicago		

The Duncan & Miller Glass Co.
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The Carrollton Pottery Co.

INCORPORATED 1903

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CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

Continuing our past policy, we offer to the Department Store trade a more efficient Factory and Office organization, enabling us to produce better quality ware, more advanced patterns and give prompt, courteous service.

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Every piece of MERCER HOTEL WARE is the result of careful study and practical test devoted to determining the shape and distribution of the material which will give the maximum strength and insure cleanliness.

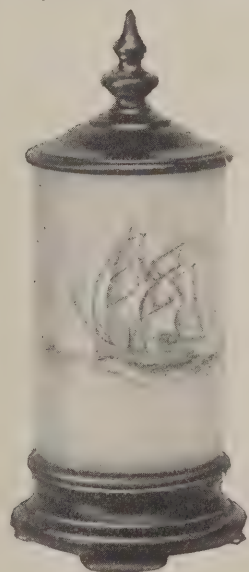
For instance all flat ware is made with-

out the usual foot, which, on account of its shape tends to chip and to hold dirt and is difficult to clean. In place of this foot, Mercer plates are reinforced at this point, giving the piece additional strength where it is most needed, and without any dirt-retaining crevices.

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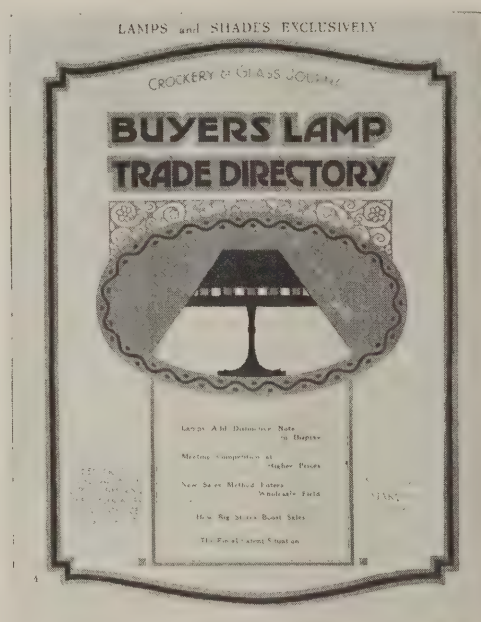
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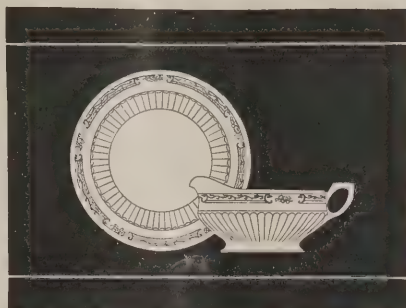
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